

# MA Web Design & Content Planning

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## ENVT 1046 - Webpage Design

### Project 2 - Website Makeover

Some websites are built from scratch, but increasingly, web designers have to learn how to redesign existing sites. For this project, you will take an existing website and redesign it using the same content. This will give you the opportunity to critically assess the current site and to make improvements where you think they are required. You should undertake an analysis of the inherent problems with the existing design and provide an explanation of how these have been resolved in your new design.

### Scenario

A website owner has approached you to redesign their site. They are convinced that with an improved design, their site will do better. They have asked for advice on colour, page layout, branding etc.

### Existing websites

You may choose any of the following to redesign:

<http://www.cookadvice.com>

<http://www.yummy.com>

<http://www.thatsmyhome.com>

<http://www.backofthebox.com>

<http://www.anniesrecipes.com>

### Brief

You must produce a working mock-up of a redesigned homepage (i.e. a coded page using xhtml and css plus any images or other media needed). You may create other internal pages if you need to illustrate your ideas for the site redesign and navigation. The redesign should address the issues of visual design, and findability (SEO). You should include a report of the current site traffic, PageRank and any other metrics you can find and then consider how your redesign will improve traffic and profile.

### Assessment

This project is worth **25%** of the total course mark.

The project will be judged on your analysis of the existing design, your reasoning for the design changes, the visual design (look and feel) of the new homepage and the consideration of coding standards and findability. See the [course diary](#) for crit and submission details.