

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, information architecture, revenue etc.

Existing websites

You may choose any one of the following to redesign:

<http://www.yummy.com>

<http://www.go4awalk.com/>

<http://www.chestnutcatsanctuary.co.uk/>

<http://www.puritanvalues.co.uk>

Brief

You must produce a working mock-up of a redesigned homepage (i.e. a coded page using html5 and css plus any images or other media needed). You must also create a working mock-up for at least one internal page in order to illustrate your ideas for the site redesign and navigation. The redesign should address the issues of visual design and coding but you should also consider findability (SEO). Try to find out as much as you can about the current site traffic, PageRank and any other metrics and then consider how your redesign will improve traffic and profile. Your pages need not be responsive – a fixed-width design will do but all markup must be valid.

Requirements

Your website mockup work-in-progress must be online with a link to it from your homepage by Thursday, 15th January 2015. Final work must be available by Thursday, 29th January 2015, ready for presentation.

Your work for this project must be password-protected when online so that we do not impact on the real businesses whose sites we are improving. Use your Pentangle control panel to password-protect your working folder for this project. Use the following credentials so we all can access the work:

Username: **Project2**

Password: **Greenwich**

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 pages and the consideration of coding standards and on-page SEO.