**PROJECT 4**

engaging 404 page

introduction

THE NOTORIOUS 404 error, "Not Found," is often, not totally erroneously, referred to as "the last page of the internet." It's an obligatory heads-up with an outsize reputation; it is a meme and a punch line. Bad puns abound. The error has been printed in comics and on T-shirts, an accessible and relatable facet of what was once relegated to nerd humor and is now a fact of digital life. - source

A 404 page is also known as an "error page" or "Page Not Found" page. It indicates that the user reached the requested domain, but the URL path provided no information. While designing a custom, clever, funny, (and maybe usable) 404 page when developing a website is not necessary, it is a great way to keep the user engaged. For example, which of the following would you rather see?

The OG 404.
Boring and no fun.

The second is Chrome's slightly better version that at least gives a comforting choice of a possible solution. It's still pretty boring.
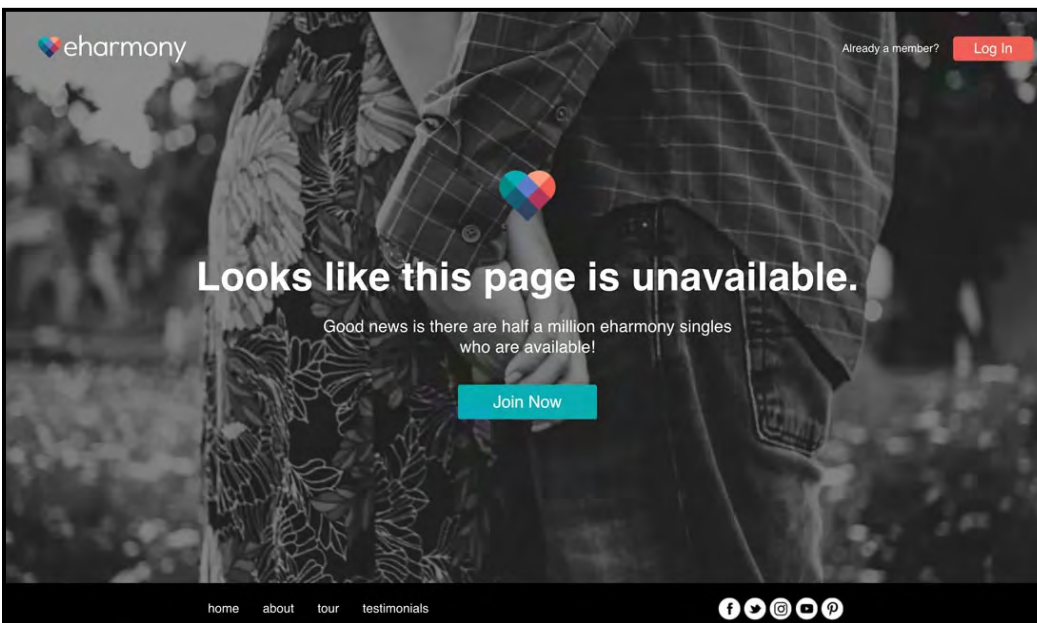

2
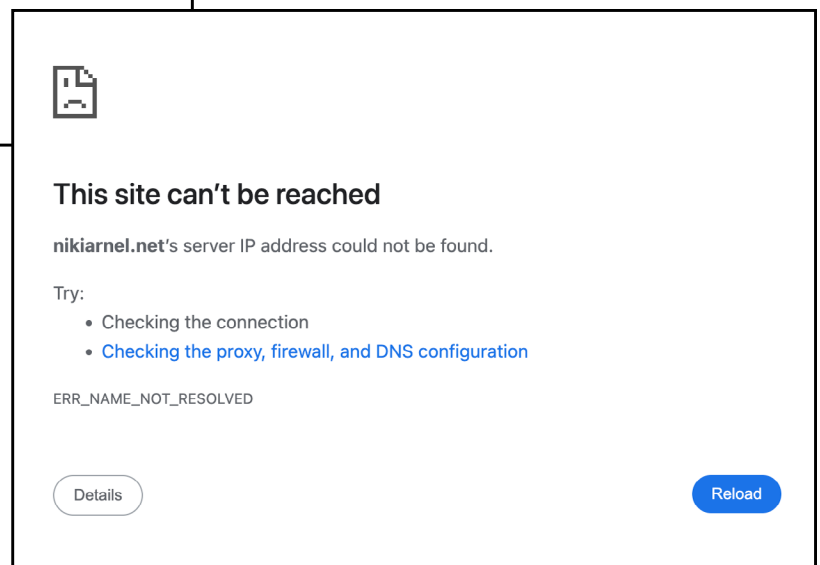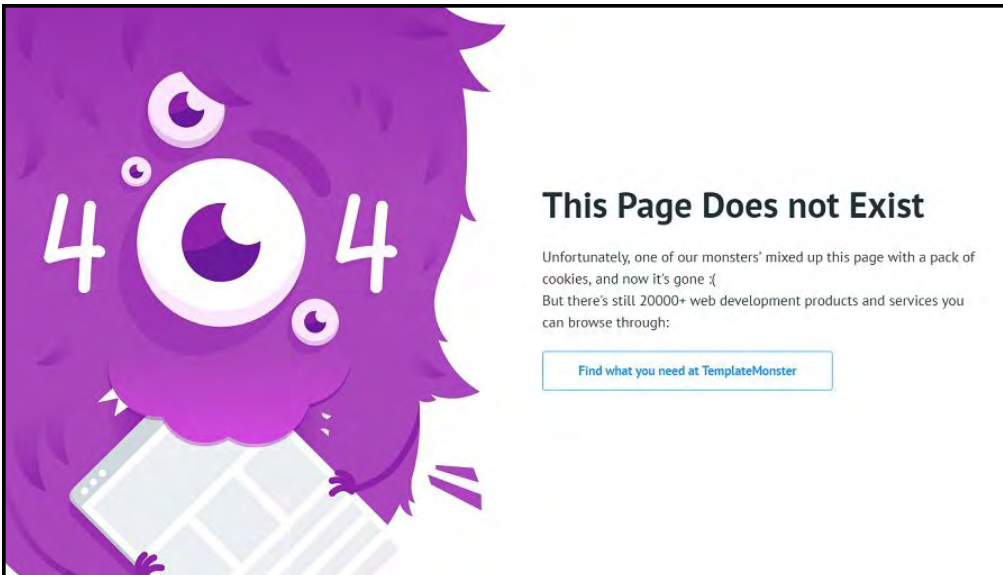
This one might turn a frustrating encounter into a little laugh. It also gives an option to find a solution with a click.
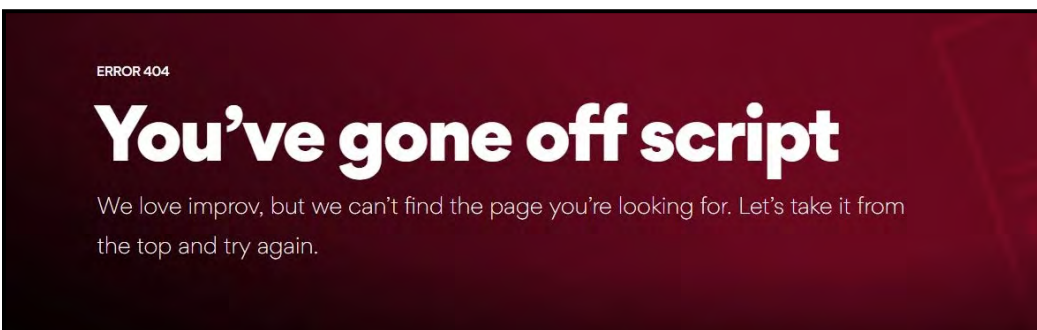
"Unfortunately, one of our monsters mixed up this page with a pack of cookies, and now it's gone. :("

When the 404 page can continue to advertise for the brand in a clever way, it's turning a negative into a positive!

eharmony Dating Site
"Looks like this page is unavailable. Good news is there are half a million eharmony singles who are available! Join Now."
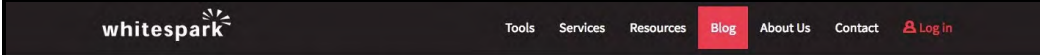

AMC Theatres
ERROR 404...
We love improv, but we can't find the page you're looking for. Let's take it from the top and try agian.
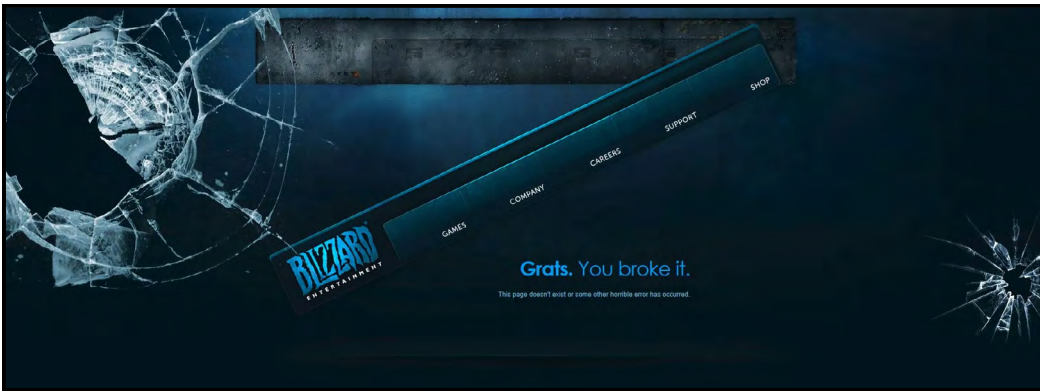
Blizzard Entertainment (World of Warcraft)
"Grats. You broke it. This page doesn't exist or some other horrible error has occurred".

Whitespark
"We told Brent to find this page for you, but he couldn't. We pride ourselves on meeting expectations, so to make it up to you, we're going to fire Brent.
> DON' T DO THAT!
> GOOD RIDDANCE."

Pixar
"It's just a 404 Error! What you're looking for may have been misplace in Long Term Memory."
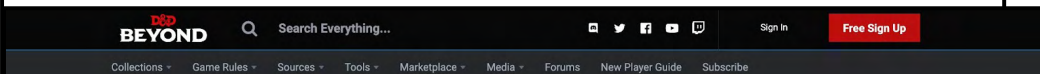
D&D
"We live in a world of undertainty. But certainly, the page you were looking for isn't here. Perhaps this halfling has stolen it and hidden it another place. Try searching for what you were looking for in another realm"

Page Not Found

We can't seem to find the page you were looking for.

search to find your page
report this page as missing
browse the homepage

It's a shame that your page is lost, but at least it's in good company; stick around to browse through NPR stories about lost people, places and things that still haven't turned up.

Amelia Earhart
Researchers are still trying to figure out what happened to aviator Amelia Earhart, who disappeared while flying over the South Pacific in 1937

18 1/2 Minutes of Watergate Tapes
Rose Mary Woods, the loyal secretary of President Richard Nixon, took responsibility for erasing tape that was crucial to the Watergate investigation

Jimmy Hoffa
Prosecutors in Michigan say authorities are calling off their latest search for the remains of Jimmy Hoffa, the long-missing former Teamsters boss.

NPR
"We can't seem to find the page you're looking for....It's a shame that your page is lost, but at least it's in good company; stick around to browse through NPR stories about lost people, places and things that still haven't turned up."

overflow   Product ⌄   Resources ⌄   Pricing   Sign In   START FOR FREE

Don't know where you are?
We really have no idea either...

BACK TO HOME PAGE

Overflow
"Don't know where you are? We really have no idea either. BACK TO HOME PAGE"

main

PANTONE
404 C

Sorry, the page you are looking for cannot be found.

Pantone
*"404C -
Sorry, the page you are looking for cannot be found."*

Some 404 pages are a game or have other interactions. Find these when you do your research.
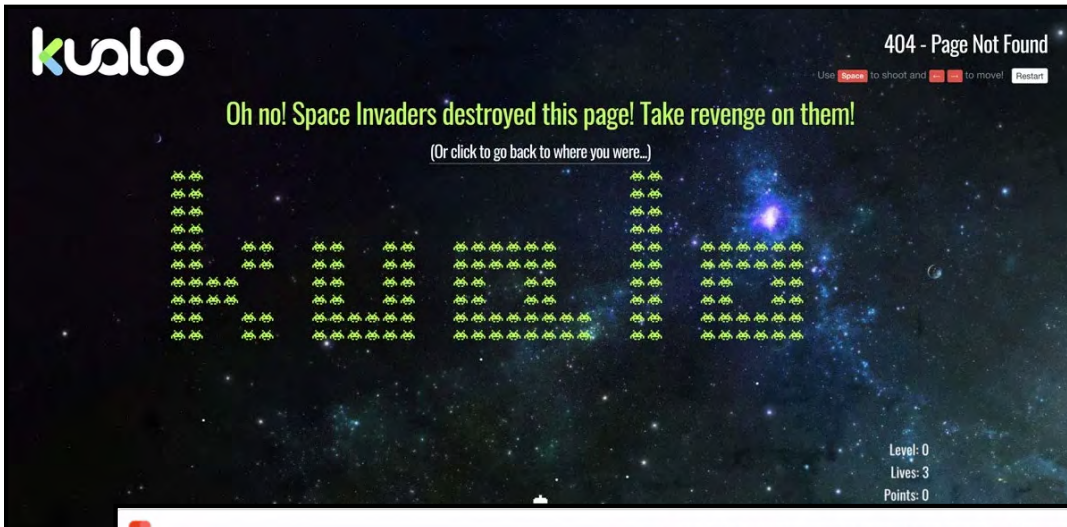
Kualo >
Space Invaders Gamer
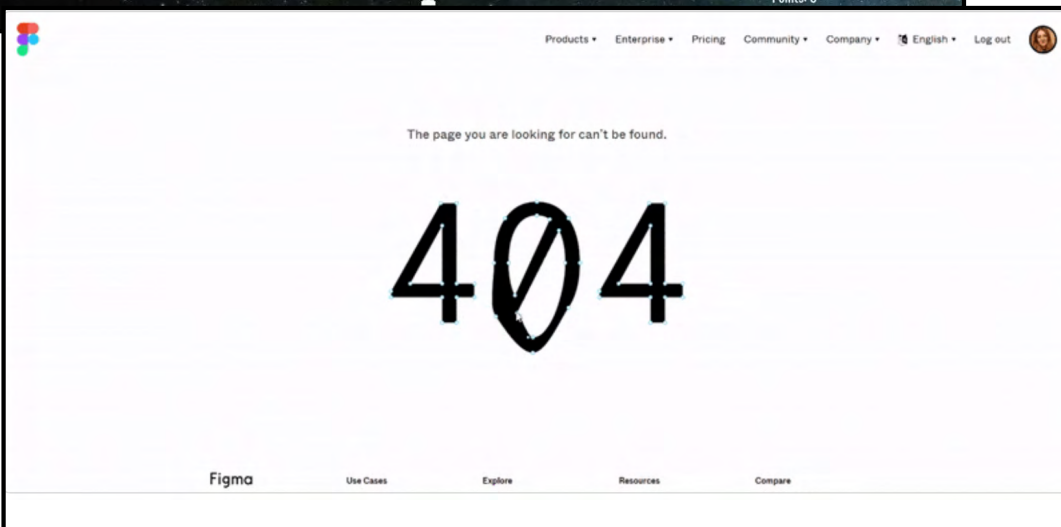
Figma >
Interactive Vector

Another classic isn't actually a 404 page, but is still worth mentioning. The Dinosaur Game was created in September 2014 by the Google team. The main purpose of the game was to keep users entertained, even if their internet wasn't working. The game was a simple, yet fun and creative way to keep users happy. **TRY IT >> You must use CHROME. Then simply type chrome://dino.**

objectives

This is a quick project that brings design and humor to quickly render **at least 1** (more highly suggested) original 404 page comps using Adobe Express. The objectives are as follows:

- **Research** and finding inspiration rather than copying ideas.

- **Ideation**.
  - Taking critique and doing more ideation until you doing think you can do anymore and you become frustrated.
  - Taking critique again and struggling through until the best ideas are found.
  - Repeat.

- Awareness of how the internet "works" and the purpose of a 404 page.

- **User engagement** turning a negative experience into a positive one.

- **Typography** skills.

- **Hiearchy** to deliver a message clearly.

- **Copywriting/problem-solving** skills.

- Use of **Adobe Express** to create 3 separate live web sites (URL unimportant).

  - **REQUIRED: Use of Adobe Express animation or video to create movement on the page.**

  - **REQUIRED: Humorous means to engage user to go back to home page, search, use a VERY simple game, etc.** These are likely to be FPO only, but the idea is the point.

  - **NOT ALLOWED: Templates are not allowed to be used.**

  - **NOT ALLOWED: Existing 404 pages on Adobe Express are not allowed to be used or copied.**

- Use of **Adobe Illustrator** or **Photoshop** to create at least one original element.

rubrics

As explained in the syllabus, grade sheets will be returned with rubrics and brief comments. By each rubric point, CR, 1/2 CR, or No CR will be listed. The numerical equivalent would be:

CR = **100%** | 1/2 CR = **50%** | No CR = **0%**

OVERALL:

- **Directions were followed accurately.**
- **Participation** in all class and/or one-on-one discussions.
- Time management. **All work turned in on time or before due date(s).**
- Ambition. The overall evolution of work shows commitment and creative problem-solving.
- No spelling mistakes.

RESEARCH + IDEATION:

- 404 Page research provided on Pinterest as directed.
- Full, documented participation in ideation exercises completed in class.
  This means all work is documented in final steps.

SKETCHES + PLANS:

- Multiple rounds of sketches tight enough to understand the concept and the layout completed as asked and on schedule.
- Frustration should be expected, but professional communication is demanded.
  To not do so will affect the grade. If student does not understand what this means or how to properly deal with frustration, please ask the professor. It usually doesn't come naturally.
- Plans about how to build ideas in Adobe Express documented and presented to professor.

PAGE BUILDS:

Students are expected to work in class every day on this project. The following is an approximation. Student should ask professor if they would like a more specific answer.

- » *1 page with little to no additional animation or effort would earn you no more than a low C.*
- » *1 page with a great deal of effort to make elements on the page could land you a low A if very good.*
- » *2-3 pages with a great deal of development are a better bet that you could earn a strong A.*

For every page:

- Work created on Adobe Express to specifications.
- Motion of some sort is part of the page.
- Strong **typography** and **hierarchy** design (unless to not do so is part of the concept).
- Strong composition to this page that will not be responsive.
- Colors make sense for a screen (vs. print).
- Each page is published live and reachable via its own public URL.

MOCK-UPS

PHOTOSHOP

- Directions were followed accurately.
- Mock-Up displays work correctly.

QUICKTIME / ADOBE EXPRESS

- Directions were followed accurately.
- Recording displays interaction on page correctly.

BEHANCE:

- **Directions were followed accurately.**
- [No spelling or grammar mistakes](#).
- Links and mock-ups visible on page.
- Work displays significant, unrushed efforts of critical thinking and self-reflection.

STEP 1 research +ideation

Evidence of all of the following may be required on the final Behance page, so **do not lose it**. Another suggestion is to take a clean, clear picture of work with your phone to easily access it later.

RESEARCH.

- Each student will find at least 30 examples of strong 404 pages. Take screenshots of each and keep them all in one folder on your desktop.

- **Then quickly create one PDF using Preview on Mac.**

- Save the PDF as **YOUR LAST NAME_Proj4_Research.pdf**.

DUE > WHAT • WHEN • WHERE

DUE for discussion in class with professor **11:00am** on **Tues Mar 26**.

- Significant evidence of research following directions above.

With this research, student will proceed to next steps in class for the 2-day Ideation Workshop on Tues Mar 26 and Thurs Mar 28. >>>

IDEATION WORKSHOP DAYS

Students will be guided in class through multiple ideation techniques, including **MindMapping, Stickies, Worst Possible Idea, Bodystorm,** and **Speed Sketches**. Some will be in groups, though most will be completed individually.

The workshop will be spread over two days, though not take up two class periods.
(See calendar for other Project 3 work on these days.)

All work completed in class will be due in class; therefore, it is **imperative all students attend classes on these days**. The directions are not written down and the event can not be recorded well.

DUE > WHAT • WHEN • WHERE

Work **DUE** for discussion in class on **Tues Mar 26** and **Thurs Mar 28**.

Once student is finished with this workshop, they should begin working on reviewing possibilities of Adobe Express to meet project objectives and start sketching. These items are due the next class time, so read the next section.
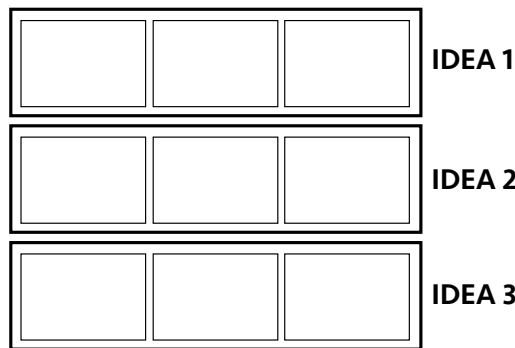
FINAL SKETCHES

After completing preliminary sketches (that should be recorded on Behance later), student should **draw by hand** the following in square or landscape orientation like a computer screen:
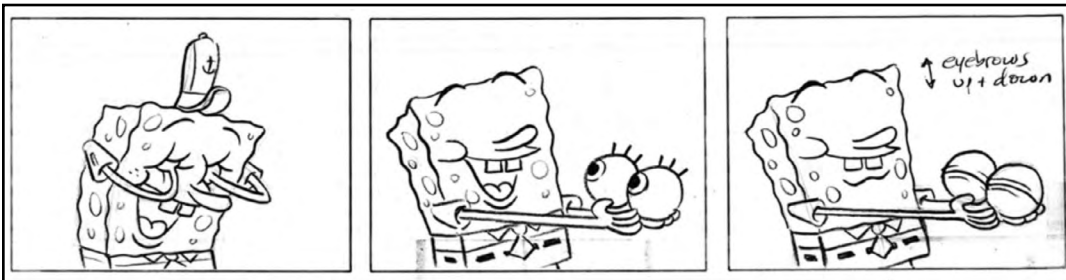
- **3** tight sketches of their best 3 separate ideas.

- Each of these 3 sketches will be a small storyboard consisting of **at least 3 frames** to show the movement on the page.

- **= 9 separate sketch boxes total**

IDEA 1

IDEA 2

IDEA 3

This is a 3-frame **storyboard** of a small movement.

It is also the quality I need from a **final sketch**. Color is not required, but suggested. source

This is an example of a **preliminary sketch**. Do this on your own first, as it is not high enough quality for what is required. Trace over photographs if necessary to refine drawings. source
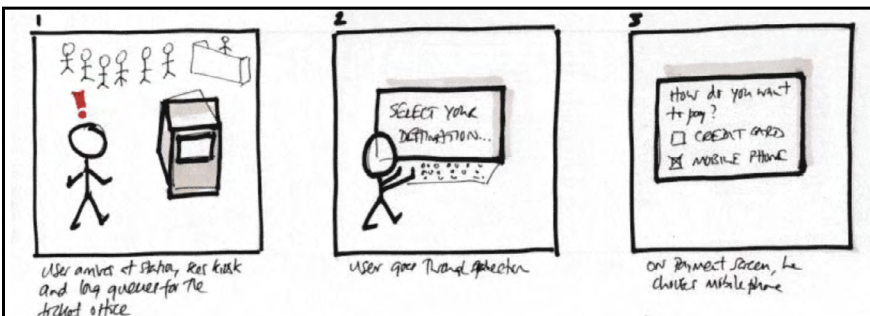
PLANS > ADOBE EXPRESS POSSIBILITIES

Adobe Express is extremely easy to use, as it is a free application for anyone. It is cloud-based, so much be launched from the Creative Suite directly. Find inspiration from all of the stock sources supplied, but also see how easy it is to animate type and simple objects. **SEE HERE**.
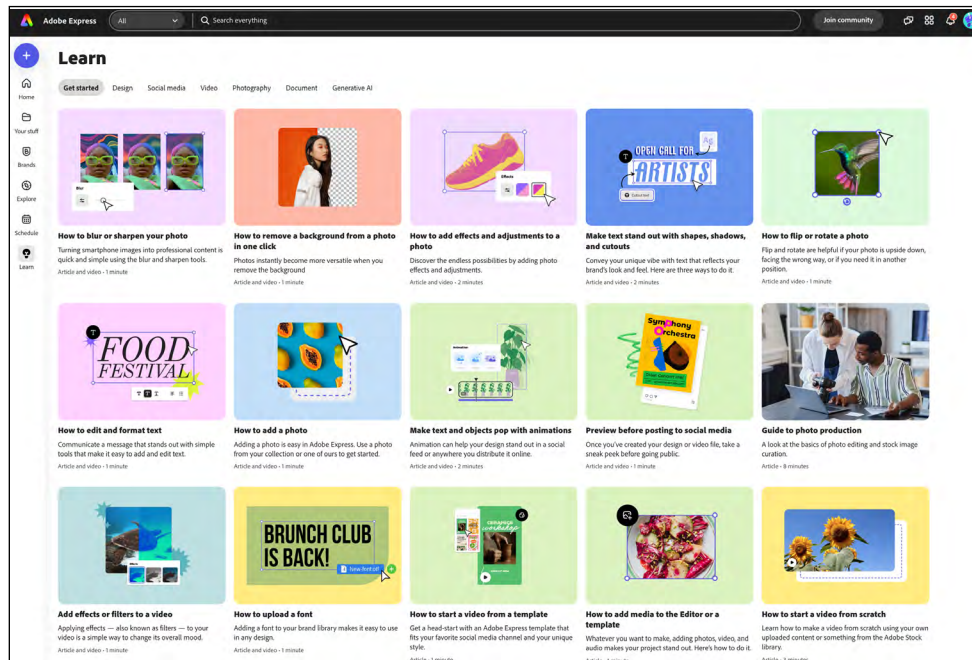
Find a way to ensure each of your 3 ideas can come to life in some way that resembles what you plan. Be ready to explain to Prof. Nikki when presenting your final 3 sketches.

You will build your page on a blank web page that would show on a screen, so be sure your ideas work well in that format.

## DUE > WHAT • WHEN • WHERE

DUE for discussion in class with professor **11:00am** on **Tues Apr 2**.ES

- Minimum 3 x 3-framed storyboards on paper or Procreate/Fresco.
- Verbal proof (visual optional) of how to create work on Adobe Express.

STEP 3 page build

It is suggested (by Adobe) to use Adobe Express in **Chrome**.

1. Start a new page by launching the app via Creative Suite. Select Graphic Design on the left and find the Adobe Express app here. *If that does not work or it automatically opens in Safari, go to* https://new.express.adobe.com/ *in Chrome and sign into your school account that way.* If an option for Mobile or Desktop is given, choose Desktop.
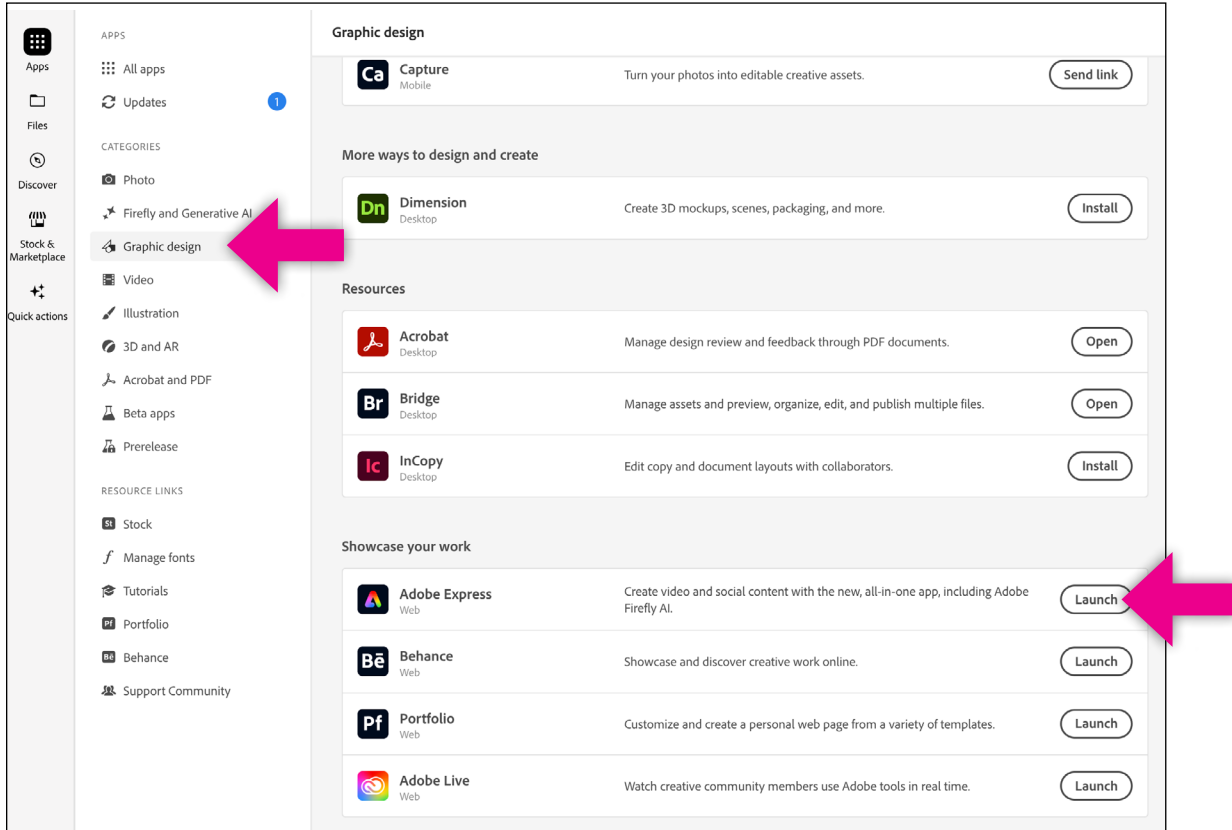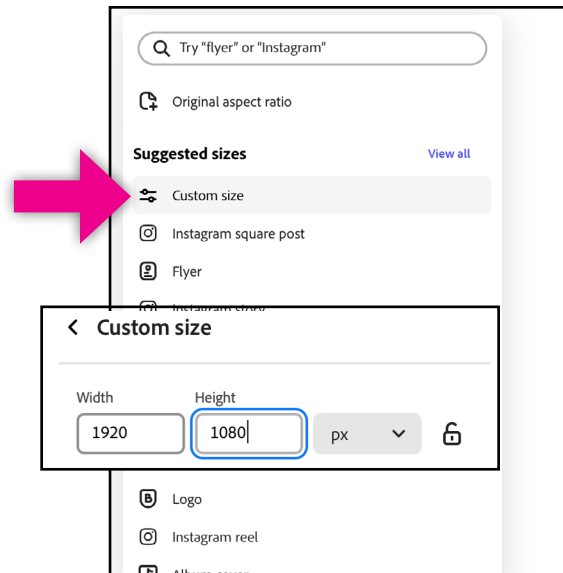

2. Then choose **Start From Your Own Content**. When first beginning the project, Adobe Express will ask for files to upload. Upload anything to get past this, as you will adjust everything later.
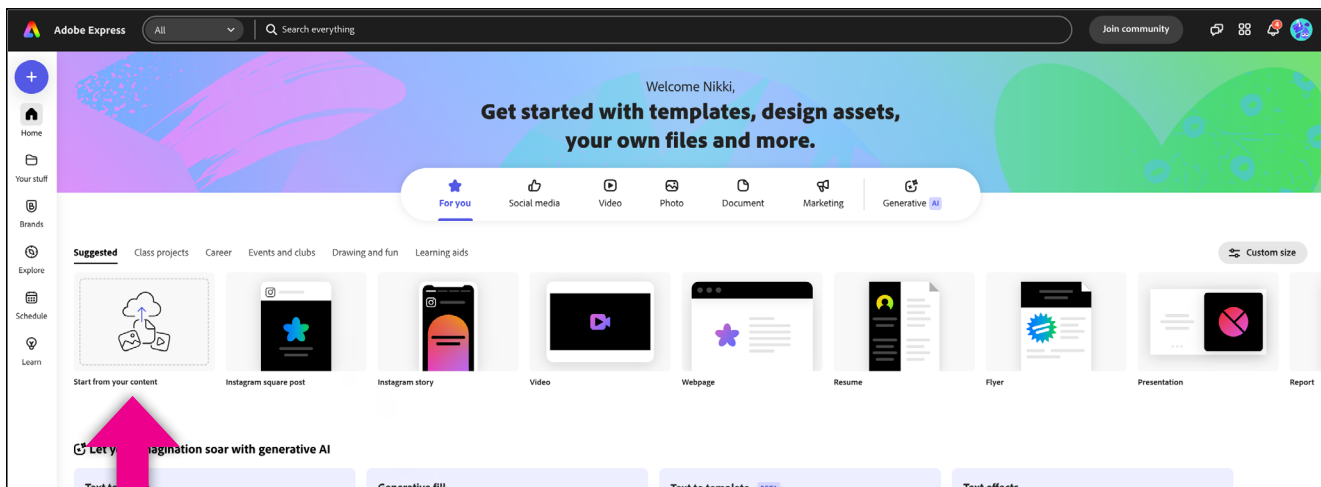
3. Click **[+ Create new]** >>>

4. Choose **Custom size**.

Then fill in the standard for a computer screen, which is **1920 px x 1080 px**.

SAVING FILES + MORE INFO

- You don't save any "local" file until the end. Instead, **name the page YOUR LAST NAME_404**.

- When you need to go back to it, look at the bottom of your screen for **RECENT**. It's usually to the far left.

- See Published Work below to understand how to see what your file is actually doing via **Publish to Web** and updating the link whenever something changed. When finished, you'll be able to Download an **MP4** from Adobe Express.

- **Work you upload** is under Your stuff. Check out the MANY options. Aside, from using Templates, you can do just about anything!

- **Links** will be FPO for this means of creation in Adobe Express...and as it stands in March 2024. A PDF will have working links, but will not reliably show any video. The premade Web Page template for Adobe Express does not allow the customization we need for this project.

DESIGN

Complete work. Import your own designs, videos, and animations and/or use what exists. Almost everything that exists for use on Adobe Express is allowed, but must be remixed in a new way to express your new idea. **TEMPLATES ARE NOT ALLOWED TO BE USED IN ANY WAY.**

If student finishes the one required page before the deadline, they should at least attempt another page and another page until all three designs are finalized for signifcant extra credit and portfolio-quality work. This means **one URL for each 404 page**.

PUBLISHED WORK

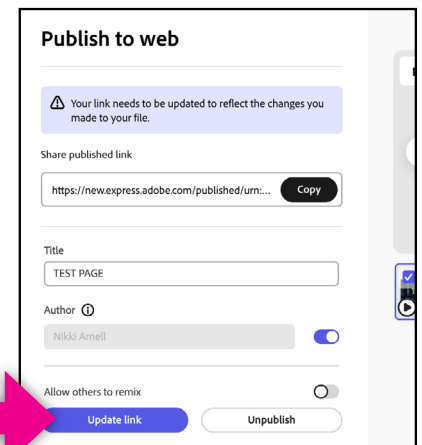- When done (and every time you want to see it), go to the top right and click **Share**. Then **Publish to Web**.
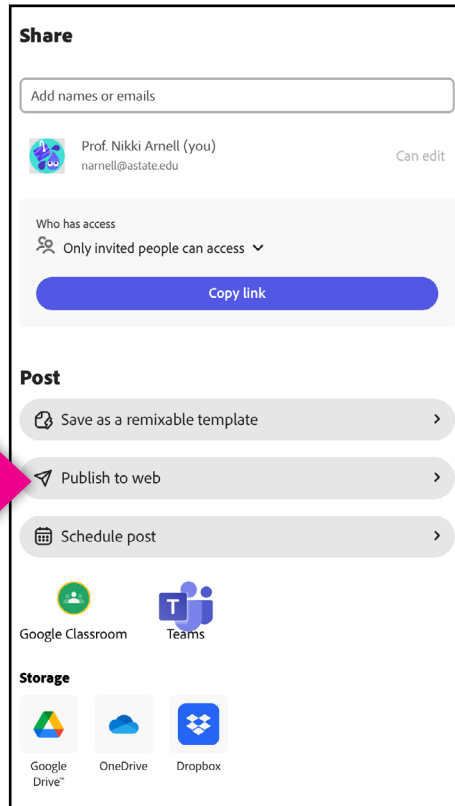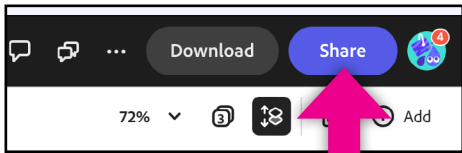
- Everytime you want to view updated work, you must go to Share and Publish to web again.

- Then **Update link**. (Don't forget that if you have the web page open, you must then Refresh it.)

- When totally finished should you **Download** it. (You could also Download at any time if you want, but don't get files confused.)
Assuming some sort of movement is involved, an MP4 will be created.
This can be used for your Behance page or you can QuickTime it to show it exactly as you wish.
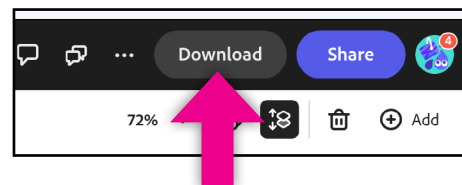
DUE > WHAT • WHEN • WHERE

DUE for discussion in class any day before final due date.

Final work **DUE 11:00am** on **Thurs Apr 11**.

For each page completed, turn in the following to PROJECT 4 folder:

- Paste URL on to a document that will save it as an active hyperlink. Save the file as **YOUR LAST NAME_Proj4-URL.**(file type)
- Take a screeshot of the page. Name it **YOUR LAST NAME_PROJ4.png**.

For each page completed:

- Share the URL on thread requesting it on Slack **#2803_proj-4**.

STEP 6 mock-ups

These steps must be completed outside of class to be used in the Behance page. Professor will review the following and answer any questions on Thurs Apr 11.

PHOTOSHOP Ps

- A layered template PSD file will be provided in class or you can find your own.
  File : Save As **YOUR LAST NAME_2803-Proj4_MockUp**.psd

- Student should build the mock-up to best represent their work. Keep the PSD layered file.

- **File : Export : Quick Export as PNG**. Post PNG in Project 4 Behance post.

ADOBE EXPRESS AND/OR QUICKTIME

- Students may use the Downloaded MP4 file from Adobe Express and/or a QuickTime video.

- Post MP4 movie of "animated" 404 page(s) in Project 4 Behance post.
  Use Adobe Express's MOV to MP4 converter if file made in QuickTime.

DUE > WHAT • WHEN • WHERE

All final work **DUE 11:00am** on **Tues Apr 16**, in your Behance post. ➡

behance

Save all steps of this project, and be ready to write a brief explanation of your design choices and self-evaluation. Your Behance page will be updated with each project.

» **It is <u>highly</u> suggested you write all of this out in a document that can check your grammar and spelling first** (Word, Pages, Google Docs, etc.). Then copy : paste your text and insert images in one sitting on Behance. This way you also avoid the internet suddenly crashing midway and losing information that wasn't yet cached.

• Remember that you are **telling a story to the public**, not just the professor who knows what you did and why you did it.

» When creating the post, remember this should also display comprehension of design.
You must use visual hierarchy by making sure sections, like **SUMMARY**, are clearly defined via type weight (and/or other techniques) so the information's "chunks" are clearly defined.

Below are specific directions for this project's Behance artist statement page:

• **SUMMARY:** Minimum of one paragraph summarizing the project and its objectives. Do not copy the project sheet. Instead, explain it like you would explain to a friend.

• **GOALS:** What did you want to learn with this project AFTER you read the preliminary (or full) project sheet. Aside from "my goal was to get an A," what did you hope to LEARN for your future use as a designer?

• **DESIGN PROCESS:** In the following story of your design process, you are explaining how you came up with the overall concept(s) and designs.
    » **IDEATION EXERCISES:**
    Briefly **EXPLAIN** the multiple ideation exercises and their outcomes.
        » **SHOW** image(s)/screenshot(s) of <u>ALL</u> items from these exercises.
    » **FINAL DESIGN:**
    Briefly **EXPLAIN** in a minimum 1 paragraph how you got to the final page(s).
        » **SHOW** image(s)/screenshot(s) of 3 final 3-framed storyboards.

• **ADOBE EXPRESS BUILD:** Minimum of one paragraph explaining your steps and design choices.
Explain your progress. Use screenshots. Tell a story. :)

- **FINAL WORK:** Show the following for each page completed:
  - » URL link.
  - » Mock-up made in Photoshop, obviously resaved to a JPG or PNG.
  - » Video of the page
  - » *Credit Adobe Express and/or A.I. for elements used in piece. This is not a long or detailed sentence. Adobe does not require it for your educational work; however, it shows professional ettiquette/knowledge to do so on Behance.*

- **KNOWLEDGE GAINED:** Minimum of one paragraph explaining what you learned. Share the technical skills of the (free) software used, design choices, user engagement considerations, but also discuss any changes to your mindset or expectations of graphic design.

Make sure you check your grammar and spelling using Grammarly, or similar. **Improper grammar and misspellings greatly reduce your project grade!**

DUE > WHAT • WHEN • WHERE

Project 4 Behance post **DUE by 11:00am** on **Tues Mar 16**.

Make sure your post is **published** on Behance. Then check the URL for your page on Slack channel **#2803_behance**. Your new project should be up! :)