

c.m.s. multi-page responsive website

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introduction

WHAT IS CMS?

A content management system (CMS) is an application web producers use to create and manage content for a website without using code*. The elements of a CMS may vary depending on the specific platform, but usually include a content database and a user-friendly interface the website administrator can use to add, delete, and edit content on a website. Many CMS's offer intuitive content editors that allow site administrators to create a page layout and drag and drop content in specific parts of the page... Some CMS's also include tools for analyzing website traffic and visitor behavior, which can help site owners understand how their content is being used and identify opportunities for improvement. [source](#)

*Code can usually be accessed on the site if desired; however, it is not necessary to build the site.

WHY USE A CMS?

The primary reason to use a CMS website design is to make the web design and site maintenance processes easier and more efficient from design to publishing to upkeep and SEO.

Even those using basic html/css/javascript code for [front-end development](#) don't also do what is needed for [back-end development](#); however, both are needed for a website to be live and active.

WHY WIX EDITOR?

This was explained along with basic understanding of how publishing to the web works. See these ["Web Overview" slides](#) online to review.

objectives

This project that reinforces the use of another platform that is made better when a designer uses it. Though a URL has been created with all of the design projects in this class and Project 2 introduced the importance of a navigation map, this final project now pushes students to understand the non-linear structure of a multi-page website.

- **Research** and finding inspiration rather than copying ideas.
- Applied comprehension of how web design is similar/different to print design.
- Introduction to a **Content Management System** website, specifically the free Wix Editor. Wix is consistently the highest rated CMS for design choices and ease of use.
 - *Reminding students that just because something is easy to use doesn't mean it will be beautiful. As Project 4 showed to students, templates ≠ beautiful work. Templates in the hands of non-designers will still produce ugly work.*
- **Typography** skills.
- **Hierarchy** to deliver a message clearly.
- **Copywriting/problem-solving** skills.
- Use of **Wix** to create one 3-page website.
 - **NOT ALLOWED:** No existing Wix template may be used. This includes those on Wix and those available elsewhere on the internet. Only blank templates from Wix are allowed to be used as a starting point.
- Use of **Adobe Illustrator** or **Photoshop** to create at least one original element. This will likely be a logo. Obviously, much more than one element can be created.

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 + ROUGH WIREFRAMES:

- Research obvious when rough wireframes presented to professor.
- Idea for site presented to professor.

TIGHT WIREFRAMES:

- Wireframes showcase further research and plans to build site.
- Wireframes are to the level of "tight" as explained and shown by professor.
- *Extra credit: Sitemap also created.*

PAGE BUILDS:

3 pages minimum required. For every page:

- Work created on Wix Editor to specifications.
- Strong **typography** and **hierarchy** design.
- A consistent **design system** is followed between all 3 pages of the site.
- Both Desktop and Mobile screens built for every page creating a **Responsive** Site.
- A **menu** is available at the top of the site at all times.
- The most important information (like a logo) is at the top of the page instead of bottom.
- All links between pages of site work correctly.
- Site is published and correct URL provided.

MOCK-UPS

PHOTOSHOP

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

QUICKTIME

- Directions were followed accurately.
- Recording displays interaction on pages 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 + rough wireframes

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.

- After the “Web Overview” talk on Tuesday, April 9th, students assigned to explore Wix Editor and its templates, as well as how websites would function for whatever they would like the build a site.
- The site will be live at the conclusion of the project, though the domain will not be easy to find. This is good because your website’s subject isn’t actually a place/service/product, but the URL is live and built for interaction.

The screenshot shows the Wix website interface. At the top left is the Wix logo. To its right are two blue bullet points: "You will use the WIX Editor FREE" and "Do not use the new WIX Studio for this project". Below this is a horizontal navigation bar with several sections: 1. Wix logo and a list of features: "Code-Free, quick, and easy website building", "900+ customizable templates", "AI-powered design solution", and "Powerful SEO & marketing toolset". 2. A "Simple" badge with a green gradient bar. 3. A "9.8" rating with a "Review" link and icons for chat, phone, and email. 4. Pricing information: "Free Plan" and "Premium plans from \$8.6/m" with a "More Info" link. Below the screenshot are five blue bullet points providing instructions for the project.

- You will use the **WIX Editor FREE**
- Do not use the new **WIX Studio** for this project

WIX

- Code-Free, quick, and easy website building
- 900+ customizable templates
- AI-powered design solution
- Powerful SEO & marketing toolset

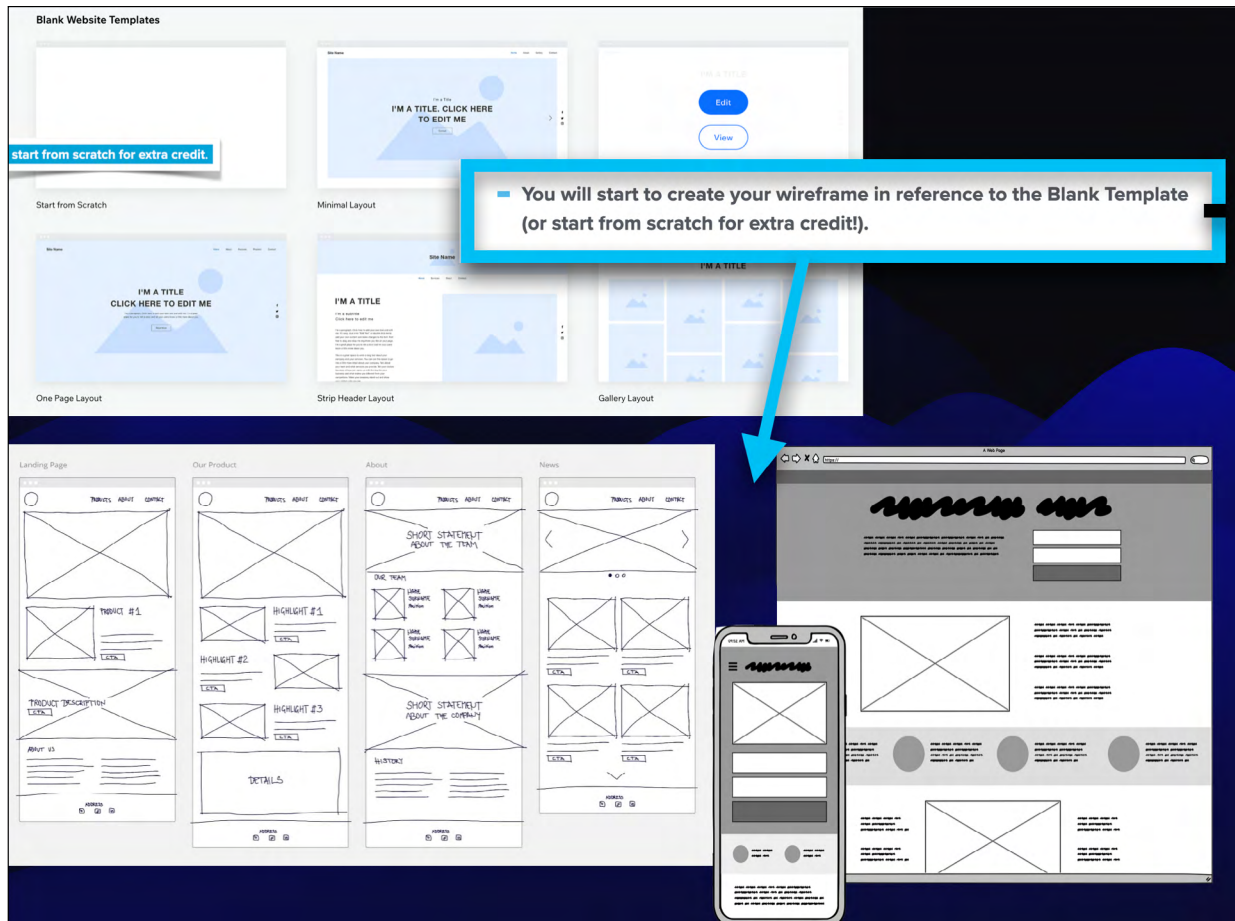
Simple

9.8
[Review](#)

- Free Plan
- Premium plans from \$8.6/m

[More Info](#) ▼

- You will start with a **Blank Template** and customize.
- The site must be at least **3 separate pages**.
- Start to consider what you would like your page to be about.
- **WIX** has plenty of free imagery and its font choices are strong.
- You will start to create your wireframe in reference to the **Blank Template** (or start from scratch for extra credit!).



DUE > WHAT • WHEN • WHERE

DUE for discussion in class with professor **11:00am** on **Thurs Apr 11**.

- Significant evidence of research via the following:
- A definite point of the website. Is it for a coffee shop? A beach vacation getaway? A restaurant for clowns (please don't)? ;) Many students start with a logo they built for another class, but that is not necessary.
- A minimum of 3 rough wireframes to build the site's 3 pages. These should relate to a Wix blank template with understanding of the modular build that will allow any page to be built.

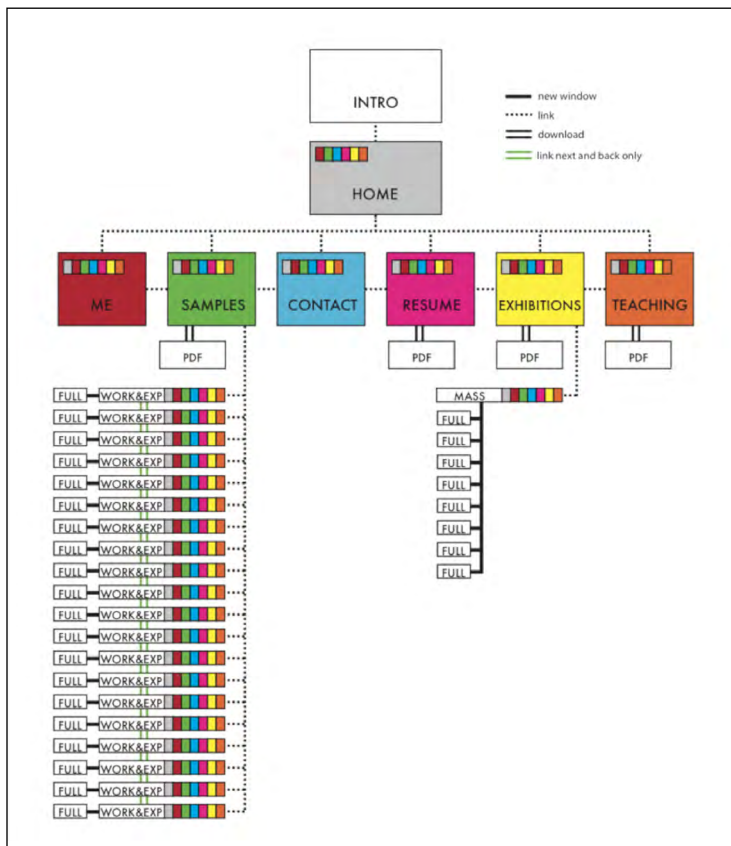
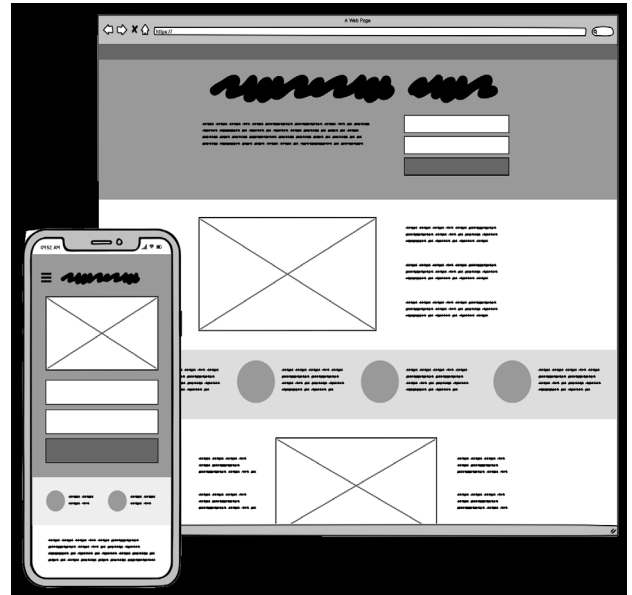
STEP 2 tight wireframes

TIGHT WIREFRAMES

Tight wireframes show student has considered the building process of Wix and the goals of their 3-page website further.

Remember: the tighter the ideas, the better it looks on Behance where people will view your process and final work. Sloppy ideas represent you as a mediocre designer who doesn't take their work seriously.

The definition of a tight sketch or **tight wireframe** has been explained since the Intro Lecture on the first day of class. No student has any excuse to misunderstand the requirements. See screenshot again from the most recent Web Lecture.



For extra credit (and a better, more professional Behance page), create a **navigation map**. This is sometimes referenced as a **sitemap** or the broader information architecture. See professor for more guidance if desired.

The most basic is showing what page goes to what. For example, every page must go back to the home page. *The image shown here is for a much more extensive site.*

Though this is not required for the Behance page, it is suggested for students who wish to showcase their knowledge.

DUE > WHAT • WHEN • WHERE

- Tight Wireframes for the 3-page site are **DUE** for discussion in class with professor **11:00am** on **Tues Apr 16**. No digital files are due, but these wireframes will be graded when shown on the Behance page for this project.
- *Optional Navigation Map/Sitemap* **DUE** on Behance page for this project.

STEP 3 page builds

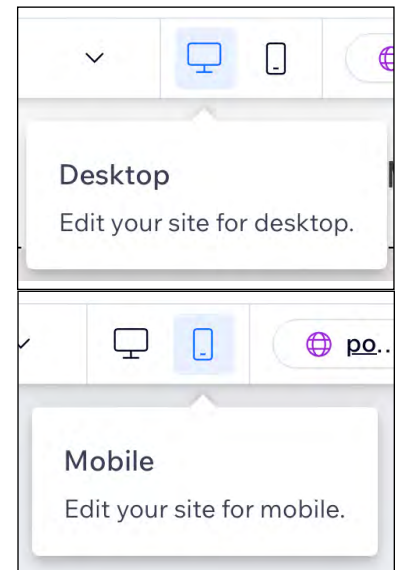
Students introduced to Wix Editor and its interface in class on Tuesday, April 9th. More exploration into Wix's abilities required for two rounds of wireframes. After this, hands-on building in the Wix Dashboard are required. **It is necessary student understands all that is required before going off to build extra pages.** Professor will be available to help. There are also plenty of videos available with a simple Google search to find how to create what is in your head.

BASIC RULES

- Free website built in **Wix Editor**. Do not use Wix Studio.
- Do not pay any money at any time for this project.
- Do not use Wix's A.I. capabilities to build a website for you.
- Student must build a **responsive site**.
- Use Preview early and often to see how the site is looking.
- Stock imagery from Wix is ok to use.

RESPONSIVE SITE REQUIRED

- This website is required to be responsive; therefore, it is **technically a 6-page build**.
 - However, the responsive site is usually just moving around certain elements on the page in the same modular fashion to ensure they are in the correct order when scrolling.
 - Sometimes, you might choose that the Mobile version will not contain something that is shown on the Desktop version.



HOW TO USE WIX EDITOR

- Students work at many different levels in this class, so the professor will not do any lessons for Wix Editor. [This video](#) is linked in **Slack #2803_proj-5** and is mostly the same interface as Wix in April 2024.
- There are many other hour-long (or longer!) instruction videos available for free online. Students are welcome to view these if they like; however, most of you will be fine by clicking around and learning as you go after the basic video linked above.

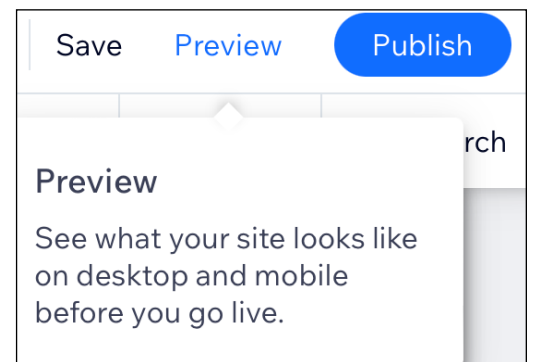


It is required to use these.

	Add Elements	
	Add Section	You will probably use this.
	Pages & Menus	
	Site Design	
	Add Apps	
	My Business	
	Media	
	CMS	
	Marketing & SEO	

SAVE | PREVIEW | PUBLISH

- In the top right of the dashboard are the options to Save, Preview, and Publish.
- Saving should default to automatically do so, though student may click to Save any time.
- Student may also choose to treat Publishing much like Saving for this coursework. Nobody – except maybe [web crawlers](#) – is going to easily find your domain unless you have chosen to link it to something before it's finished. *Those of you active on social media (GRFX-4503) might take advantage of this as followers can view your site as you publish it.*
- **A published site is due at the completion of this project. Be sure that what you see on your Wix dashboard is indeed what is published online when turned in.**



DUE > WHAT • WHEN • WHERE

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

Final work **DUE** the day of [the final](#). Class starts in LIB-336 on **Tues, Apr 30** at **12:30pm**. We do not meet any other day the week of finals.

11:00 am TR, T or R	T, Apr 30	12:30 pm – 2:30 pm
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Turn in the following to PROJECT 5 folder:

- Paste URL of the homepage on to a document that will save it as an active hyperlink. Save the file as **YOUR LAST NAME_Proj5-URL**.(file type)
- If you created anything on your page, you can upload it here too to ensure professor knows of the extra effort.



Share the URL of the homepage on thread requesting it on Slack **#2803_proj-5**.

STEP 4 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 25**.

PHOTOSHOP

- A layered template PSD file(s) will be provided in class or you can find your own. It will show both a desktop and phone view of the site. Save it with whatever name you would like. Then create a PNG or JPG from the PSD file.
- Only the home page is required to show.
- Professor does not need the file(s), but must see it on the Project 5 [Behance](#) post.

QUICKTIME

- Create a movie of you going through the website.
- Professor does not need the file, but must see it on the Project 5 [Behance](#) post.
 - Use [Adobe Express's MOV to MP4 converter](#) if needed.
 - Use [Adobe Express's Video Resizer](#) if needed.

DUE > WHAT • WHEN • WHERE

All final work **DUE Tues, Apr 30** at **12:30pm**, in your [Behance](#) post.

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 highly 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.
 - » **WIREFRAME DEVELOPMENT**
Briefly **EXPLAIN** the multiple steps of wireframe development. Be sure it is explained that you did not use any pre-made templates for this project. You may also explain you used a blank template to begin, but that you developed your site far beyond this starting point.
 - » **SHOW** image(s)/screenshot(s) of wireframes and notes.
 - » *If student created a **sitemap**, show and explain it here too.*

- **WIX PAGE BUILDS:** Briefly **EXPLAIN** in a minimum 1 paragraph how you got to the final page(s), explaining your steps and design choices. **Explain your progress.** Use screenshots. Tell a story. :)
 - » **SHOW** image(s)/screenshot(s) of your development process so the viewer can understand you are a designer and not just someone filling in a pre-made template.
 - » Any imagery used from Wix should be shown and credited. Likewise, if an element is something you created, be sure to sing your praises!!!
- **FINAL WORK:** Show the following for each page completed:
 - » URL link.
 - » Mock-up made in Photoshop, obviously re-saved to a JPG or PNG.
 - » Video of the page being viewed.
- **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 5 Behance post **DUE Tues, Apr 30** at **12:30pm**.

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! :)