

Objective

To learn how to format website typography. This project will introduce students to the basics of HTML and CSS. Step one will consist of making an HTML web page and formatting the page using HTML tags. Step two will consist of using CSS code by creating CSS rules and adding properties to those rules as well as a web font.

Ideally students will also get their work online by establishing a connection to their SVSU server space to host their site. The project also seeks to develop an understanding of screen real estate, and proper content presentation.

Overview

Create a web page displaying the first five steps of George Lois' Good Advice. You are creating this page for other creatives, particularly students preparing for the field. To make your design successful consider the market; what will gain the market's attention and how important is it for that audience to read the information easily. The raw text file is supplied in the Project Materials folder.

Concept Sheet Not Required: Suggested - Research/Development Work Due

Suggestion: before any computer work is started, the following needs to be completed:

- market definition
- a written concept paragraph
- five sketches of possible site designs

Final Work Due

The final working pages on your SVSU Web Network space. If you can't get your files on your SVSU server space, then place your entire site root folder on the **Student Turn In** side of the graphic server. Place that folder under **Johnson, Art350-Typography, Exersize2-TypeOnTheWeb**, and make sure your last name is the first word listed in the name of that folder.

Focus Design Principle(s)

Information Architecture, HTML, CSS Basics

Project Due:

- **April 29th** - HTML page & CSS coding (*Typography on the Web*)

CONCEPT SHEET: OPTIONAL

Art 350

EXERCISE 2

Typography on the Web

Name: _____

1. TARGET AUDIENCE

Who potentially, is using the organization's product/service?

(Describe the market demographics. Possible differentiators include:

Gender, Age, Education, Race, Relationship Status, Income Levels, Hobbies, etc).

The market is comprised of ___??_ main segments

(Three are shown below, you can add or subtract as needed).

Primary Target: (_____ %)

Secondary Target: (_____ %)

Tertiary (mass-market) Target: (_____ %)

2. TONE AND MANNER

Personality

Describe the book's ideal personality/attributes *(Ex. Imaginative, Eccentric, Clever, Untamed)*

Visual

What design tools will you use to convey the text images provided? *(Ex. Hierarchy, Focal Point, Balance)*

Concept Paragraph:

Design Sketches:

remember the site will appear on more than one type of web tool.



