ADV3550
Instructor: Genevieve Hitchings

Assignment 1: In-class and Homework
Over the next several weeks you will be developing your own personal website.

An identity system is defined as: A visual system of design that leverages common characteristics of related elements to create a unique, memorable, and distinguishable "identity." Identity systems represent a solid conceptual idea, summarized in a logo.

An identity system however encompasses much more than just a logo. Because it's a visual reflection of who you are and what you represent, every piece of promotional material that you produce should reflect and reinforce the same visual characteristics. Well-designed identities convey strong visual messages by maintaining consistency.

The first step in the process of creating your own identity is to understand who you are and how you would like to be perceived.

INSTRUCTIONS: Create a two-page self-assessment web site using HTML and an external CSS. The two html files must:
- Link to each other
- All xhtml files must have meta tags for 'description'
- All xhtml files must have titles
- The appearance of your content must be controlled using an external CSS file.

<u>Page 1</u> Welcoming page,
This page should include an introductory statement about yourself and your major area of study, an image (the image should be a draft of your logo), and a link to page 2. This statement should explain your interest in the graphic arts and describe what are your main qualifications (strengths, skills, areas of expertise) are.

<u>Page 2</u>
This page must include your Name, Major and Email – (your e-mail must be an e-mail link) and should otherwise resemble your Resume (it must also include a link back to page 1)
- Education
- Relevant coursework
- Work Experience
- Internships
- Volunteer work
- Design-related skills
- Technical- skills
- Achievements/ Awards/ Honors
- Languages

Each item should start with the most recent and include dates.