ADV3550
Instructor: Genevieve Hitchings

Site Structure and Design
Assignment 2:
A. Email me the link to your 'coming soon page' and your 'html resume'
(ghitchings@citytech.cuny.edu)
B. Email me an example of a portfolio you feel is well designed and example of a
portfolio you feel is badly designed.
C. Begin to sketch the layout for your site. Read below carefully:

Using Photoshop begin to sketch the layout for your site. Photoshop will allow you to
experiment with how you want things to look without having to get bogged down with
the programming. Once you have finalized the look of your site, and your design has
been approved, you will begin to recreate it using HTML and CSS.
In Photoshop set up a new document to be:

- 960 x 600 pixel (use template with grid provided, note the dimensions are 1020x1020 px)
- RGB color scheme
- 72 dpi

Design Considerations:
The general layout should remain consistent throughout your Web site, including
placement of your navigation and your site ID (logo). For now start with the design of the
main page. This page should dictate what the rest of your site will look like. Eventually you
will design each section of your site using the layers in Photoshop, in this way you will
figure out all the details before you have to worry about the programming.

Start to think about which sections might have subsections, and what those might be.
How will your organize and categorize the work you will be showcasing?

Navigation: A good navigation system (no less than 4, no more than 6 sections) should:
-Show you how to get to where you want to go
-Show you where you are
-Show you how you got there
-Show you how to get to where you want to go next
-Show you how to get back to where you were

Follow a Gird:
Your site will be easiest to create if you are very careful about how the elements on your
page line up with each other (we will look at the 'Box Model' next week). As we are
beginning to see, obtaining complex layouts without grids can be painful because
alignments need to be acutely defined when using HTML and CSS.

Refer to the Photoshop template created by '960 Grid System' (http://960.gs/)
These templates provide both a 12-column grid that is divided into portions that are 60
pixels wide, and a 16-column grid that consists of 40 pixel increments. Each column has
10 pixels of margin on the left and right, which create 20 pixel wide gutters between
columns. The most commonly used format for the web is 2/3 of the overall page width for
the main content and 1/3 for sidebar content.

Sketches DUE: Week 5