

PROJECT 02 BRIEF

SUBJECT : Electronic Publishing

CODE : MMD 323

PROJECT : Project 2 – Creating 3 e-Newsletters (30%)

BRIEF DATE : WEEK 6 (25th June 2008)

DATELINE : WEEK 9 (16th July 2008)

STUDENT NAME : _____

CLASS : _____

PROJECT OBJECTIVE:

In this project, the students understand the skill to create a newsletter by using Adobe Photoshop and web design application - Macromedia Dreamweaver. Practice with the skill of using the application to create a design with more efficiency. Train their sensitivity of design, and applying the principle of web design in this project.

LEARNING EXPERIENCE:

This project enables students familiar with the tools and able to create a newsletter design with more efficient way. Therefore students will able to integrate the created layout with HTML.

BRIEF: *Workbook required for the project*

Create 3 Online Newsletter for any company or website to create public awareness about their latest promotion and news. The design of newsletter should follow the standard of email content viewable area which is equal or less than 800 x 600 screen size.

The submission of this project must consist of following section:

- Web layout resolutions of 1024 x 768 (1004 x 640)
 - Size: (800 x 600), (800 x 400), (720 x 240)
 - RGB color
 - File optimizations (each file below
1. Newsletter heading – shortcut links to other products information or company's information
 2. Main content of newsletter: product or news introduction (picture and text only)
 3. Pictures links of the feature products or information
 4. Copyrights of this online newsletter with Terms and Condition apply.

- Application applied: *Macromedia Dreamweaver MX2004 and up, Adobe photoshop, and Image Ready.*
- Contents: *Images, text, CSS, javascript, are allowed in this project.*
- Functional of page: *No dead link, no broken links and do not link to website with require royalties.*
- Acknowledge: *Please acknowledge the site or provider if you are using their content or source code.*
- Resources: *Please ask the permission from the person if you are going to include their information or portfolio.*

P/s: Copy someone's web design idea will not make you a great designer. Refer to other's great work and develop your own concept, idea and design will gain your design skill. *If plagiarism found, you will only have to redesign the page in between a week or give up this project and work hard for next project.*

SUBJECT EVALUATION:

PRE-PRODUCTION (Research, Sketches, Development & Process)	10%
CREATIVITY (Fresh and Original, concept & direction, Sensitivity of design)	30%
SKILL (Understanding tool, proficiency, achieved desired outcome)	20%
PRESENTATION (Confident & convincing, Professional attitude, utilization of tools)	20%
<i>EXECUTION (Met requirement, Craftsmanship, tidiness)</i>	20%
Total	100%

NOTE:

- *Submit this project by Upload the newsletter on to the server, then send the e-newsletter to leeweinee@gmail.com before the presentation starts. And also burn into CD-ROM and submit.*
- *Artwork will not be accepted if not progression were shown since project briefing date till day before submission. Because this can't prove that it's the artwork that you created yourself.*
- *Late submission will not be entertained.*
- *Absent for presentation will only gain max up to 50-55 for this project. Respect own work and others who put efforts to finish it and present them on-time.*

1st Week – Research, Idea development & Sketches

2nd week – Onscreen Design (for approval and proceed to HTML)

3rd Week – Submission and presentation