

GA234 Programming for the Artist  
Instructor: Krishna M. Sadasivam

**“Revamp a local Tampa / St. Pete / Clearwater Restaurant website”  
Previsualization Assignment**

You will be designing and rebranding a website that is comprised of three pages. This will include creating a new logo / identity for the company. Research existing restaurant websites for inspiration.

1. The first page will contain an enticing page describing the restaurant’s unique appeal, a brief history of the restaurant along with any photographs that will entice viewers to visit the restaurant.
2. The second page will consist of a brief menu (with accompanying photos) and prices.
3. The third page will include driving directions to the restaurant from the Art Institute as well as accompanying restaurant contact information

In designing this site, think of the visual aesthetic you plan on using (colors, fonts, logos), and begin collecting appropriate imagery that will best entice a person to visit the restaurant.

1. Identify the local restaurant you are planning to revamp. Be prepared to show the URL to the website in class next week.
2. Collect images for the food, directions, etc. you’ll be using on your site.  
**\*\* NOTE: Pick LARGE images whenever possible. \*\*** Save these in a folder called **images**.
3. Create a site map for your site. Save this file as **Lastname\_sitemap.jpg**
4. Create sketches for the three pages showing the rough placement of the content within your site. Scan these in as separate files.
  - a. Save the main page as **index\_comp.jpg**
  - b. Save the menu page as **menu\_comp.jpg**
  - c. Save the directions page as **directions\_comp.jpg**
5. Create a header image (no larger than 200 pixels tall by 1000 pixels wide) for your site that has your navigation bar. Save this file as **header\_image.jpg**
6. Put all your work into your **Firstname\_Lastname** folder and place it in my drop-off box in the **Week\_4\_Due** folder.

**Part I will be valued at 20 points. Part 2 will comprise the additional 80 points, making this project valued at 100 points for Part I and Part II together.**

	Excellent (4)	Good (3)	Average (2)	Poor
Concept 20 points	Creative and original, well planned, concept sketches in sketchbooks	Solid ideas, but not particularly unique, some evidence of conceptual work	Ideas cliché or derivative. Very little originality present. No evidence of conceptual work.	Weak or negligible attempt
Execution 20 points	Exceeds expectations in technical ability and proficiency	Meets expectations in technical ability and proficiency	Partially meets expectations. Issues in technical ability and proficiency	Fails to meet expectations in technical ability and proficiency
Technical Specs followed 20 points	All technical specifications (file naming convention, project parameters followed)	Minor misspelling or folder organization issues.	Major misspelling or failure to adhere to major technical specifications.	Didn't follow the technical specifications at all.
Presentation 20 points	Prepared, professional, and ready to show work when called upon	Prepared, ready to show work when called upon.	Not fully prepared. (i.e. file not in drop-off box, waiting for files to copy, etc.)	No presentation made.
Participation 20 points	Actively contributes helpful suggestions and feedback during critique	Occasionally contributes to critiques	Has to be called on to offer critiques.	Absent, not paying attention or otherwise not participating in critiques.

**Please note:** Zeros are recorded for projects not turned in.

