

MIT 511: An Informational Web Site



Asheville Web Site

Context & Conditions:

"Asheville: Where Normal is Weird," was a web site completed in the fall of 2005 in partial fulfillment of a course entitled: MIT 511: Multimedia Design and Development. Under the guidance of Dr. Arnold Murdock this web site was designed and developed to demonstrate technical proficiency, with Macromedia Dreamweaver and Fireworks, and knowledge of the a number theoretical principles (the figure ground principle, type, color, space, contrast, hierarchy, alignment, repetition, and gestalt).

Scope:

The project consisted of a planning stage to determine what content would be appropriate as well as a design stage to determine the best ways to demonstrate proficiency with each of the principles. Finally the development stage was implemented to produce the web site.

Role:

I completed the project by myself undertaking various roles. I worked primarily as a web developer and graphic designer but also as a project manager to ensure the product was produced on time.

Reflection:

This course oriented me to the Macromedia Suite as a development tool. I now better understand both what is possible via the web as a delivery mechanism and a few of the principles of graphical design. If I were to complete this project again I would develop a template to ensure a universal menu design across the site. I also would develop more appropriate images throughout and more profiled venues.

| Domain of Instructional Development | | | |
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| MIT Competencies | Job Qualifications | Artifacts | Rationale |
| Develop projected and non-projected graphic instructional materials. | Experience developing multimedia learning objects required | MIT 511 -Asheville Web site | This products is an early example of my instructional multimedia development skills. |
| Demonstrate knowledge of the principles of perception and visual learning applicable to the design and production of photographic instructional materials. | Knowledge of composition and screen design | MIT 511 -Asheville Web site | This project represent my awareness and ability in screen design as it relates to visual learning. |
| Design and produce interactive multimedia systems. | Experience using various development tools (video, graphics, sound) to develop multimedia enhanced courses | MIT 511 -Asheville Web site | Interactivity was incorporated into this product in an attempt to keep the learner engaged and increase retention. |