

# **SITE ANALYSIS** Components

**Description of site content**

**Position in Google search**

**Site map**

**Persona**

**Competitive analysis**

**Color palette**

**Examples of page layout types**

**Wireframes of two pages (index and one other)**

**Components of two pages (index and one other)**

# SITE ANALYSIS Overview

## Website

<http://classes.ninabellisio.com>

## Google Ranking

keyword: *education*  
n/a



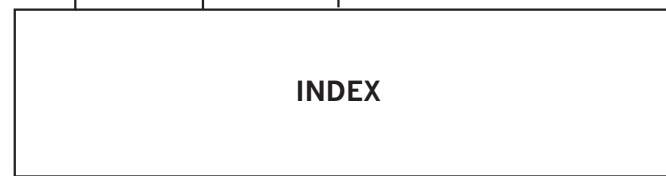
## Description

This is an educational website with content specific to classes taught by Nina Bellisio at the Art Institute of California, San Francisco. Content includes syllabi and content overview for classes, student work, grade-book, contact info and applicable external links.

# SITE ANALYSIS Sitemap

## UNIVERSAL HEADER

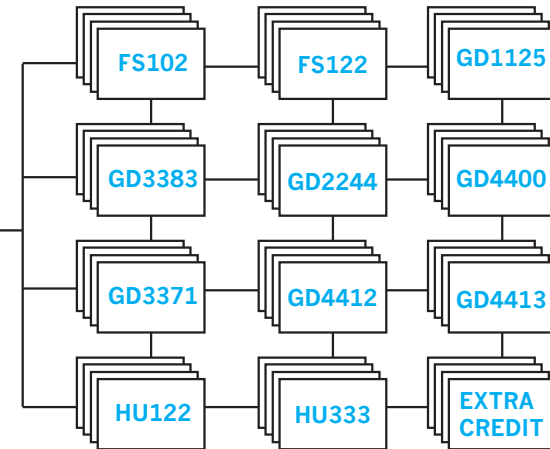
grades contact policies



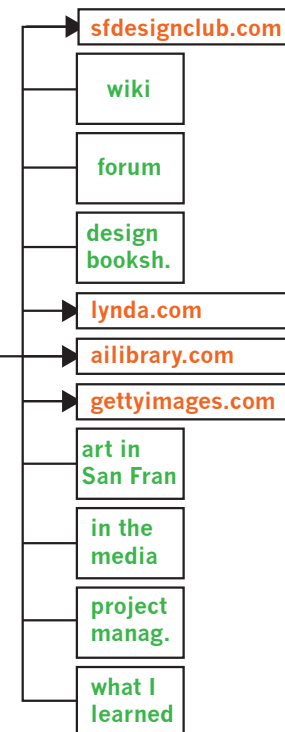
grades contact policies about use

## UNIVERSAL FOOTER

## CLASSES



## LINKS



# SITE ANALYSIS Persona

## PERSONA 1: *student*

LISA  
*Sophomore*



**Location:** San Francisco, CA  
**Age:** 19  
**Home life:** single, 2 roommates  
**Hobbies:** cooking, reading

**Personality:** quiet but intelligent, thoughtful, enjoys conversation

**Internet Usage:** intermediate  
**Favorite Sites:** bluefly.com, amazon.com, sfgate.com, youtube.com

### Personal Profile (who is she)

**Vocation:** Lisa is a second year graphic design student. Typography is her favorite class so far. She is a B student, turns her work in on time but is a little shy in class. She has friends and is polite to her classmates.

**Technology:** Lisa is technically savvy. He is comfortable with email and has a webpage but doesn't devote all of her time to new media. Her dormroom is relatively well equipped, she has access to computers and the internet and she own a digital camera, but she doesn't have a budget for software or additional technology.

**Use Case:** Lisa comes to class but likes to review material online to make sure she hasn't missed anything. She looks at examples of student work and checks her grade. She doesn't explore the external links but know that they are available.

Her typical navigation is:  
index-specific class- student examples-check grade.

### User Goals (what she wants)

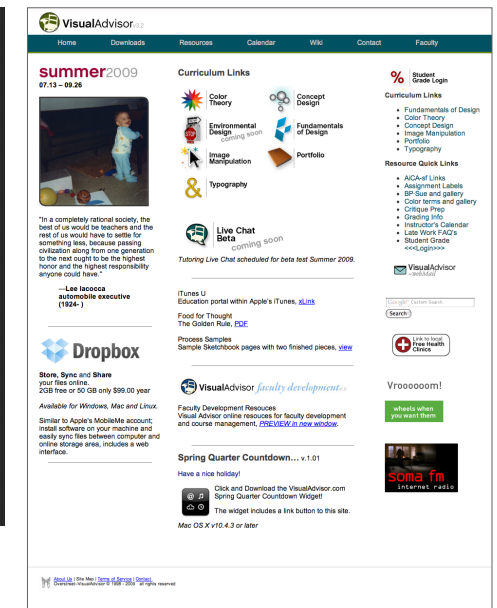
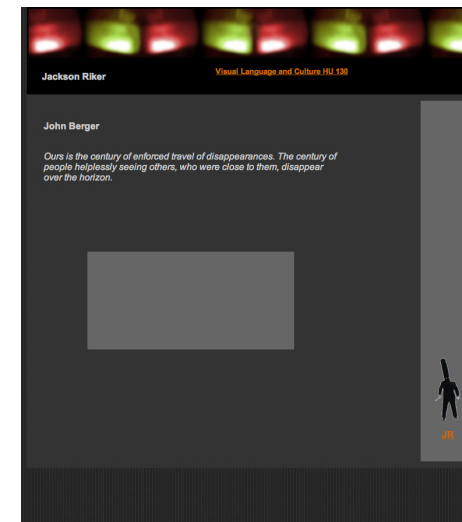
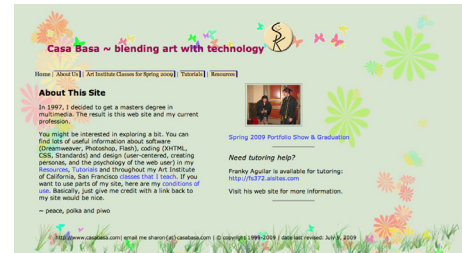
- learn more about class
- get information about examples that are being used and that work
- download materials
- check grades
- link to the school library

### Business Objectives (what we want her to do)

- visit the site often
- share the material with other students
- research other classes
- download materials
- check grades
- contact teacher

# SITE ANALYSIS Competitive Analysis

ASSETS	COMPETITION			
	one.com	two.com	three.com	four.com
Syllabi	X	X	X	X
Check Your Grades	X		X	
Project Handouts	X		X	
Student Examples	X	X	X	X
Class Readings	X	X	X	( X )
Info About Teacher	X		X	
Search		X		
Calendar	( X )	X	( X )	X
Class Summaries				
Email/ Teacher Contact	X	X	X	X
External School Links				
Other External Links		X		X
Chat		X		
Class Policies	X		X	
Forum or Wiki		X		



# SITE ANALYSIS Color Palette



# PAGE TYPES Index



ONLINE OFFICE HOURS [Tuesday 1-2, click to chat](#)  
AIGA/ DESIGN INNOVATION CLUB Tuesday 12-1 in 611  
HOLIDAY Monday, Sept 7 (week 9)

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## CLASSES

[COLOR THEORY](#)

[IMAGE MANIP](#)

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[PROJECT STUDY](#)

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## LINKS

[DESIGN CLUB](#)

[WIKI](#)

[FORUM](#)

[DESIGN BOOKSHELF](#)

[LYNDA.COM](#)

[AI LIBRARY](#)

[GETTY STOCK](#)

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[PRJ MANAGEMENT](#)

[WHAT I LEARNED](#)

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Search

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# PAGE TYPES Class Content



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## FS102:COLOR THEORY

COLOR THEORY  
IMAGE MANIP  
INTRO TO PHOTO  
PHOTO TWO  
ADV IMAGE MANIP  
ADV PHOTOGRAPHY  
PROJECT STUDY  
SENIOR PROJECT  
WEB DESIGN  
VIS LANG & CULTURE  
CONTEMPORARY ART  
EXTRA CREDIT

*Click on the name of the assignment to download project handouts. If you have missed class, you still need to contact me, but are expected to keep up with the assignments. Lecture notes and information must be collected in class the next week. Contact me with any questions.*

### SUMMER 2009

no class this quarter

### SYLLABUS

--- ART LINKS ---

-- EVALUATION --

### ABOUT THIS CLASS

### CLASS PROJECTS >

- 01 Color Wheel
- 02 Value Scales
- 03 Disappearing Patterns
- 04 Albers Exercises
- 05 Fine Art Color Palettes
- 06 Advertising Color Palettes
- 07 Symbolic Color
- 08 Color in Art History 1
- 09 Color in Art History 2

### READING AND RESEARCH >

- Color in Film essay
- Color in Film poster
- Oliver Sacks questions

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Search

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# PAGE TYPES Class Overview



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## GD3383:PHOTO TWO



*This course focuses on how the visual and verbal narrative inter relates through time and space. Principle of storytelling, narrative, structures, rhythm, audience and point of view will be developed.*

Introduction to Photography (GD1125) provided students with both a working knowledge of the camera and a basic understanding of the concepts of looking. The second level of photography was therefore designed with an emphasis on applying those skills in practical applications. The initial class lectures emphasized elements such as the golden ratio and explored how students could look at the creation of a photograph in the same way that they consider the creation of a drawing or painting. Projects emphasized both planning and outcome, pushing students toward constructing an image rather than taking a snapshot. Readings were discussed during the planning stages of each of the three projects, highlighting characteristics of originality, social impact and personal expression.

Each of the first two projects required a series of photos that informed and interacted with each other. And each project explored the various purposes of the photographic image. The **first project**, portraiture, lead students into a discussion of the difference between a portrait and a "picture of a person" and the **second project**, photo essay, asked if photographs could tell a coherent and compelling story without the aid of text.

The **final project** was designed as a professional photo shoot, with the students becoming both photographer and art director. Advertising concepts were researched and created by one student (the art director) and communicated to another (the photographer) to create a finished piece combining their talents. Weekly class exercises reinforced this idea of communication, pairing students in sharing of equipment and assisting in each other's shoots.

**SYLLABUS >**

# PAGE TYPES Student Work



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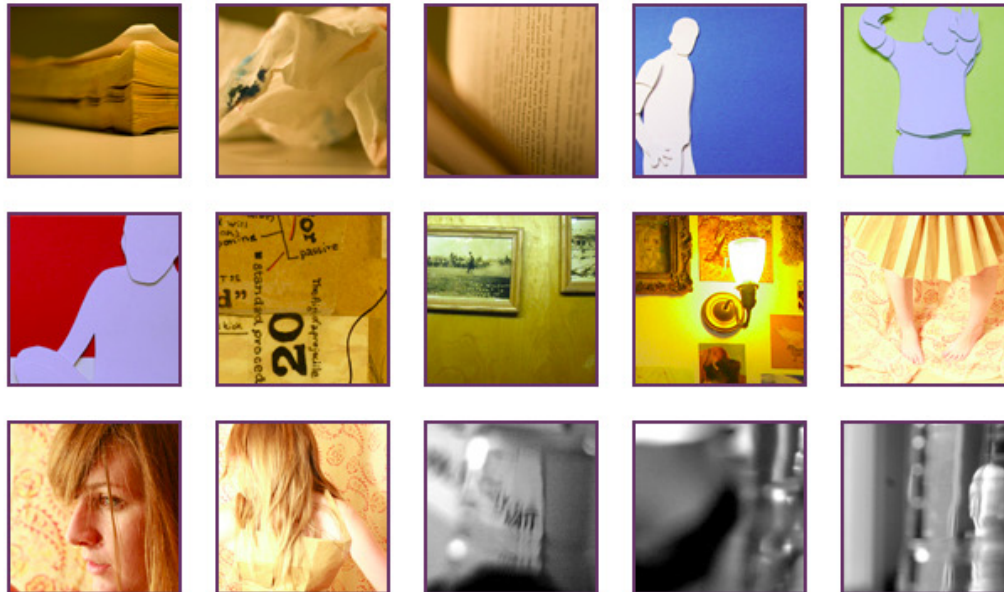
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[CLASS POLICIES](#)

## GD3383:PHOTO TWO

### Materials

Shoot a series of photographs exploring one of the following materials: paper, wood, stone or glass. The photographs can approach the material in a formal or conceptual way and the group should visibly connect together. Think about subject, foreground and background.



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# PAGE TYPES Links Format 1



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**HOLIDAY** Monday, Sept 7 (week 9)

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## GREEN LINKS

COMPANIES >	PUBLICATIONS >	EDUCATION >	MATERIALS >	DESIGN >
<a href="#">American Apparel</a>	<a href="#">Readymade Magazine</a>	<a href="#">Treehugger</a>	<a href="#">Terraskin</a>	<a href="#">The Moderns</a>
<a href="#">Hewlett-Packard</a>	<a href="#">Craft Magazine</a>	<a href="#">Let's Greenwash This City</a>	<a href="#">Yupo</a>	<a href="#">Hunter Gatherer</a>
<a href="#">Johnson &amp; Johnson</a>	<a href="#">Make Magazine</a>	<a href="#">Supernaturale</a>	<a href="#">Flor</a>	<a href="#">Future Farmers</a>
<a href="#">Simple Shoes</a>	<a href="#">Body + Soul Magazine</a>	<a href="#">Designarchy</a>	<a href="#">New Leaf Paper</a>	<a href="#">IDEO</a>
<a href="#">Nike Considered</a>	<a href="#">Natural Home Magazine</a>	<a href="#">renourish</a>	<a href="#">Urban Ore, Berkeley</a>	<a href="#">Celery Design</a>
<a href="#">Branch Home</a>	<a href="#">Good Magazine</a>	<a href="#">Simply Green</a>	<a href="#">Greener Printer</a>	<a href="#">Collaborative</a>
<a href="#">Apple Computers</a>	<a href="#">The Green Guide</a>	<a href="#">Conservatree</a>	<a href="#">1984 Printing</a>	<a href="#">IKEA PS</a>
<a href="#">GreenTec</a>	<a href="#">Dwell Magazine</a>	<a href="#">Reware</a>	<a href="#">Alonzo Printing</a>	<a href="#">William McDonough + Company</a>
<a href="#">IBM</a>	<a href="#">Metropolis Magazine</a>	<a href="#">DESIGN:e<sup>2</sup></a>	<a href="#">Mohawk Enviromental Savings Calculator</a>	<a href="#">The Designers Accord</a>
<a href="#">Patagonia</a>		<a href="#">StopWaste.org</a>	<a href="#">The East Bay Depot for Creative Reuse</a>	<a href="#">AIGA Center for Sustainable Design</a>
<a href="#">Dreamhost</a>		<a href="#">Grist</a>	<a href="#">NatureWorks</a>	<a href="#">other green designers (middle of the page)</a>
<a href="#">Montana Colors</a>			<a href="#">Eco Products</a>	
<a href="#">Nau</a>			<a href="#">World Centric</a>	

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# PAGE TYPES Links Format 2



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[CLASS POLICIES](#)

## EXTRA CREDIT

COLOR THEORY  
IMAGE MANIP  
INTRO TO PHOTO  
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ADV IMAGE MANIP  
ADV PHOTOGRAPHY  
PROJECT STUDY  
SENIOR PROJECT  
WEB DESIGN  
VIS LANG & CULTURE  
CONTEMPORARY ART  
EXTRA CREDIT

*The emphasis of each of these extra credit options is that they are ethically and culturally sustainable. This means that they won't hurt anyone and might make you a better person. Each option is worth **one point on your final grade**. You may submit proof of your activity once a quarter. Download and complete the [Extra Credit Contract](#) and attach your documentation.*

Register yourself or someone else to vote  
AND vote for something >

voter registration  
National Democratic Party  
National Republican Party  
Green Party  
Libertarian Party

Get a museum membership >

San Francisco museums

Attend a public lecture >

The Commonwealth Club  
City Arts and Lectures  
SFAI lectures

Read a work on non-fiction >

hardcover best sellers  
paperback best sellers

Volunteer for something >

Volunteer Match  
Bay Area Volunteer Info  
HandsOn Bay Area

Get a library card and check out a  
book >

San Francisco Public Library  
Oakland Public Library  
Berkeley Public Library

Donate blood >

Red Cross

Attend a college-level sporting event  
>

sports schedule on NBC

Attend a book signing or reading >

Stacey's Bookstore  
Moe's Books  
Green Apple Books


Help another student >

Peer Mentoring

Eat locally for one week >

Locavores  
Eat Local SF  
Bay Area farmer's markets

# WIREFRAME Index

 <b>LOGO</b>		CHECK YOUR GRADES   <b>HEADER NAVIGATION</b>
<b>GENERAL INFO</b> ONLINE OFFICE HOURS Tuesday 1-2 click to chat AUGUST 12-13 in 611 HOLIDAY Monday, Sept 7 (week 9)		
<b>CLASSES</b> COLOR THEORY IMAGE MANIP INTRO TO PHOTO PHOTO TWO ADV IMAGE MANIP ADV PHOTOGRAPHY PROJECT STUDY SENIOR PROJECT WEB DESIGN VIS LANG & CULTURE CONTEMPORARY ART EXTRA CREDIT		<b>LINKS</b> DESIGN CLUB WIKI FORUM DESIGN BOOKSHELF LYNDA.COM AI LIBRARY GETTY STOCK ART IN SF IN THE MEDIA PRJ MANAGEMENT WHAT I LEARNED IN DESIGN SCHOOL
		<input type="text" value="Google Custom Search"/> <input type="button" value="Search"/>
<b>FOOTER NAVIGATION</b>		CHECK YOUR GRADES   CONTACT NINA   CLASSES   ABOUT   SCHEDULE   USE   © 2009 NINA BELLISIO

## COMPONENTS Index


[illegible]



# WIREFRAME Secondary Page

<div>CLASSES</div> <div>WINABELLIS10.COM</div>		HEADER NAVIGATION		
	GENERAL INFO	CHECK YOUR GRADES   CONTACT NINA   CLASS POLICIES		
		CLASS TITLE THEORY		
LEFT SIDE NAVIGATION	GENERAL INFO			
	Click on the name of the assignment to download project handouts. If you have missed class, you still need to contact me, but I can send you the handouts with the assignments. Lecture notes and information must be collected in class the next week. Contact me with any questions.			
	<div>SUMMER 2009</div> <div>CLASS INFO LINKS</div> <div>ABOUT THIS CLASS</div>	<div>CLASS PROJECTS &gt;</div> <div>01 Color Wheel</div> <div>02 Matching Color Palettes</div> <div>03 Deconstructing Patterns</div> <div>04 Art &amp; Color</div> <div>05 Fine Art Color Palettes</div> <div>06 Matching Color Palettes</div> <div>07 Symbolic Color</div> <div>08 Color in Art History 1</div> <div>09 Color in Art History 2</div>	<div>READING AND RESEARCH &gt;</div> <div>Color in Film essay</div> <div>Color in Film essay</div> <div>Oliver Sacks questions</div> <div>CLASS PROJECT LINKS</div>	
FOOTER NAVIGATION				
CHECK YOUR GRADES   CONTACT NINA   CLASS POLICIES   ABOUT THIS CLASS   FS102   © 2009 NINA BELLIS10				

# COMPONENTS Secondary Page

 <p><b>MINABELLISIO.COM</b></p>	<h2>NAVIGATION</h2> <p><a href="#">CHECK YOUR GRADES</a>   <a href="#">CONTACT NINA</a>   <a href="#">CLASS POLICIES</a></p>																															
	<p>ONLINE CHAT: Monday 1-2, click to chat AGGREGATE MOVIE CLUB Tuesday 12-1 in 611 HOLIDAY Monday, Sept 7 (week 9)</p>																															
<div><h1>FS102:COLOR THEORY</h1><p><i>Click on the name of the assignment to download project handouts. If you have missed class, you still need to contact me, but are expected to keep up with the assignments. Lecture notes and information must be collected in class the next week. Contact me with any questions.</i></p><table><tr><td><b>SUMMER 2009</b></td><td><b>CLASS PROJECTS &gt;</b></td><td><b>READING AND RESEARCH &gt;</b></td></tr><tr><td>no class this quarter</td><td>01 Color Wheel</td><td>Color in Film essay</td></tr><tr><td></td><td>02 Value Scales</td><td>Color in Film poster</td></tr><tr><td><b>SYLLABUS</b></td><td>03 Color Mixing 1 &amp; 2</td><td>Oliver Sacks questions</td></tr><tr><td>--- ART LINKS ---</td><td>04 Anders Ericsson</td><td></td></tr><tr><td>-- EVALUATION --</td><td>05 Fine Art Color Palettes</td><td></td></tr><tr><td></td><td>06 Advertising Color Palettes</td><td></td></tr><tr><td><b>ABOUT THIS CLASS</b></td><td>07 Symbolic Color</td><td></td></tr><tr><td></td><td>08 Color in Art History 1</td><td></td></tr><tr><td></td><td>09 Color in Art History 2</td><td></td></tr></table></div>			<b>SUMMER 2009</b>	<b>CLASS PROJECTS &gt;</b>	<b>READING AND RESEARCH &gt;</b>	no class this quarter	01 Color Wheel	Color in Film essay		02 Value Scales	Color in Film poster	<b>SYLLABUS</b>	03 Color Mixing 1 & 2	Oliver Sacks questions	--- ART LINKS ---	04 Anders Ericsson		-- EVALUATION --	05 Fine Art Color Palettes			06 Advertising Color Palettes		<b>ABOUT THIS CLASS</b>	07 Symbolic Color			08 Color in Art History 1			09 Color in Art History 2	
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<p><a href="#">CHECK YOUR GRADES</a>   <a href="#">CONTACT NINA</a>   <a href="#">CLASS POLICIES</a>   <a href="#">CONDITIONS OF USE</a>   © 2009 NINA BELLISIO</p>																																