

# MCM 545 Web Design

with your host Joshua Logsdon

## Build a “White Site”

A “white site” is the plain text version of a site (usually having default fonts and colors including the default white background, hence white site) in development stages. One of the main purposes is to get a site’s navigation functional. Another is to place content on relevant pages for later design template formatting.

### 1) Pick Something That Interests You

For argument’s sake, let’s say quilting. 2) Briefly research quilting, 3) listing at least 5 resources. 4) In a few paragraphs, compare and contrast these resources.

For example, you can compare designs/presentation of content, how intuitive the information is provided, and how the first impression impacted you. 5) Try to break areas of interest in your topic down to a maximum of 5 sections. 6) In a few paragraphs, explain your logic for determining the sections. 7) Create a web page for each section. 8) Link the sections between each other. 9) In a few paragraphs, describe how you plan to present the information. Is it dramatically different from your research? Why or why not? 10) Sketch your presentation ideas both on paper and in Photoshop.

### Publish

FTP site to **whatifmedia.com** using username **logsdon.1** and password **4cfc1b**  
Take note of in-class instructions for additional information.

### Test Yourself

Mix up the files by creating generic subdirectories and placing some of the common section files in the subdirectories. See if you can easily fix the broken links on the home page.