

## ASSIGNMENT 2: PRINT INSPIRED LAYOUT

As a web designer you will frequently find yourself taking inspiration from print pieces. In some cases a client or employer may give you an existing print piece and ask you to recreate it for the web. In other cases you may find inspiration in the print designs you see in your everyday life, such as the newspaper, magazine, brochures or books. In this assignment we will be creating a 3 page web site inspired by a print piece.



### STEP 1

Select a print piece that you feel positively illustrates that following three components. Your print inspiration can be a brochure, flyer, magazine article, book, album cover, print packaging or catalog. (If the item has multiple pages, select no more than 2 for your inspiration)

- Layout
- Color
- Typography

### STEP 2

Create a digital copy of your print piece by scanning it or taking a photo. We will be linking this in the project and you can use the digital copy to sample colors.

### STEP 3

Design and build a web page inspired by your print piece. You are not looking for a direct translation, but rather one that adapts the print elements to a web format.

- You may wish to use the exact wording for headers, but for body text, use lorem ipsum.
- Select similar images from publicly available images.
- Your web site should have operational navigation between the three pages
- Pages should be organized as a main page, with two supporting pages. The main page design should differ slightly from the supporting pages.
- Web site should be correctly coded and will of course use a style sheet.

**DUE MONDAY OCTOBER 26TH**

(We will be uploading these pages to a server, details to follow)