Kim McBride
ART203
The Art of Web Design

Creative Directive Website

Design Document

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**Web Design Project Summary:**

The Creative Directive website is designed to inform students and employers about my visual communication and teaching experience.

It will include an artist statement to describe my philosophy of art and design along with instructional strategies. The website will highlight my diverse talents in art and design by displaying samples of original graphic design, photography and illustration. It will list my work experience as a graphic designer and instructor. The website should also feature projects, awards and special events within the Advertising Art & Design program that I teach. Finally, it will provide a means for users to contact me.

The competition is the sending school districts since attending SUN Tech is voluntary.

The web is a great medium for our main target group because it is easily accessible and many of these students are already interested in web design as a career choice.
Statement of Purpose:

The purpose of the website is to show samples of my artwork, photography and design projects and list my employment history. It will also show opportunities students can achieve through attending the Advertising Art & Design program I teach at SUN Area Technical Institute and how people can get in touch with me.

I will make the website accessible to prospective and current students so that they can understand where I am coming from in the visual communications industry and hopefully build respect and trust in what and how I present lessons to them. By promoting the Advertising Art & Design program, I can target students who are interested in a career in visual design and help to assure appropriate placement of students in SUN Area Technical Institute. The main target group is underclassmen that are deciding where they should spend their senior year of high school. Parents of these students (age 37-55) and the sending school district guidance counselors (age 25-65) are a secondary audience since they may have an influence on the student’s decisions. SUN Tech is located in rural central Pennsylvania, an area with many farms and a mostly Caucasian population that is growing rapidly.

Currently I cannot foresee leaving my job, but you never know what opportunities may come up, so I can also use this site to introduce myself to potential employers in a professional manner.
Web Content Outline:

A. Splash Page
   a. About
   b. Portfolio
      i. Graphic Design
      ii. Photography
      iii. Illustration
   c. Resume
   d. Directives
   e. Contact

ARTIST STATEMENT

Once there was a little girl who left her crayons on the seat of her daddy’s car in the scorching summertime. It can probably be left unsaid that Daddy was not pleased, but the melting crayons created an amazing piece of artwork that lasted as long as the car, creating an impact on the girl as permanent as the impact on the upholstery. The girl discovered that when she was creating artwork, she was at complete peace with the world.

When the girl entered the awkward stage of middle school she was given an assignment to design and produce a t-shirt. She discovered “graphic design” and the personal satisfaction that comes from focused creativity and the final product.

In 1979, one teenager merged with 600 others in a large high school. The teenager decided to try to get into the affiliated vocational-technical school by taking a talent test to be accepted into the commercial art program. For the next three school years she attended the program for half days learning the skills necessary for a career in an art and design field. While still in high school, the teenager was chosen for a co-operative education job at a small advertising specialties company. She stayed there for three years as the main artist and learned all that she could about the industry, vowing to only accept jobs that were art-related.

In 1993, a teacher from a technical school called a workplace-requesting artists to visit the classroom and share their portfolios with the students. A woman volunteered and found that she loved being with the teens. The teacher, who became a mentor to the woman, encouraged her to pursue teaching commercial art through the “workforce education” program at Penn State. The woman passed the written and practical competency exam, which qualified her for a temporary teaching certificate good for three years. Within
that time frame she applied for a teaching position and was hired. She felt so lucky that her new employer would pay for her continuing education and she thoroughly took advantage of that amazing benefit! She has attained a teaching certificate in Workforce Education and is pursuing continuous education in the art and education fields.

I suppose you’ve probably figured out that I am the girl and woman in the preceding story, but now I am much older and have three amazing children from a 25-year marriage. Throughout my career I have developed my skills at various creative companies, always working my way up with increasing responsibilities and a paycheck that did not keep up with the rate of inflation. Eventually I realized that I needed a college education in order to stay employable and competitive with the new generation that was entering the scene and taking all the well-paying jobs. The problem was I couldn’t afford it! Was it fate that led the mentor to call the company where I worked? Opportunities will present themselves inconspicuously, and you may not recognize them at first. It is crucial in life to take every opportunity that you are offered because you never know what the final result will be. Had I not visited that classroom, I would not have discovered teaching and my life surely would be very different today.

PORTFOLIO TEXT

I believe it is crucial for artists to take creative risks in order to grow artistically. Graphic design is a solution to a problem. Photography is the ability to steal a small fragment of the world in a rectangular format. Illustration is the culmination of emotional feelings and physical application.

The computer is my favorite tool because it allows so much creativity, I can use it in small chunks of time by easily saving a work in progress and software, hardware and techniques are always changing! My favorite material is paper and board because no matter what medium you apply to it, whether it’s paint, printer ink, pencil or pastel, the results will vary based on the texture, thickness or quality of the substrate.

RESUME TEXT

Career Objective: To further my career with a full-time permanent position that will allow me to utilize my diverse creative and technical skills to develop and implement visual communication instruction.

Work Experience

08/20/1995 to present • Advertising Art and Design Career and Technical Education Instructor, SUN Area Technical Institute, New Berlin, PA
Develop and deliver curriculum as mandated by the PA Dept. of Education; manage classroom; evaluate students’ performance, behavior, social development and physical health; maintain student records; order/inventory
of graphic supplies, materials, equipment and software; troubleshoot hardware issues
04/22/1988 to 08/19/1995 • Graphic Designer, TV Host Magazine, Inc, Harrisburg, PA
Design, copywriting, and computer layout of editorial pages, magazine covers, promotional mailers, newsletters, brochures, bind-ins and inserts; recommendations for process or Pantone ink colors and paper stock; organization of weekly and monthly magazines; press inspections
01/02/1987-04/21/1988 • Graphic Designer, Harness Horse Magazine, Harrisburg, PA
Design, copywriting, and type specification of all in-house ads, from the original concept to camera ready art, which included client meetings, type specification and design; coordinating repeat ads; ad flow work between advertising department and typesetting department
05/10/1986-12/29/1986 • Graphic Artist, Balloon City, USA, Harrisburg, PA
Design of balloon artwork, newsletters, brochures, logos, stationery, plaques, signs, business forms and advertising specialties; graphic camera work; illustration, hand lettering and sign painting
05/10/1983-05/09/1986 • Graphic Artist, Myers Associates, Harrisburg, PA
Overseeing all aspects of Art Department from client meetings through printing instructions for any type of visual identification system; graphic camera work; engraving; metalphoto; illustration, hand lettering, sign painting; keeping records of graphic supplies and ordering of supplies

Education Background
1995-present • Workforce Education, Pennsylvania State University
2008-2010 • Web Design Certificate, Art Institute Online
1989-1990 • Computer Art Program, Harrisburg Area Community College
1980-1983 • Commercial Art Certificate, Cumberland-Perry Vocational Technical School
1979-1983 • Diploma, Cumberland Valley High School

Equipment/Software Experience
Apple and PC platforms
Adobe CS5.5: Bridge, InDesign, Illustrator, Photoshop, Acrobat, Dreamweaver, Fireworks, Flash
Microsoft: Word, PowerPoint, Excel, Outlook
Electronic Grading System
Printer/Copier/Scanner
Digital Camera
Folding Machine
Laminating Machine
Mat Cutter
Metalphoto

Traditional 35mm Camera
Binding Machine
Screenprinting
Dry Mount Press
Engraving Machine
DIRECTIVES TEXT

When I am teaching art, I focus on each separate step, so that students can really understand the process. Once they make that connection I encourage them to bring their own personal creativity into a reinforcing activity. The most satisfying characteristic of my job occurs when that light bulb goes off in a students’ head, especially when they comprehend a very abstract concept. The most fulfilling part of my job occurs when I see the amazing artwork that the students come up with as a result of a lesson or demonstration I have offered them. Students should be treated like adults because that’s where they are headed. Respect builds self-confidence and a comfort level that makes communicating, learning and growing more comfortable. I am most proud of the fact that I can share my visual design knowledge and experience with others to help them find happiness in their daily lives like I have.

CONTACT

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http://www.personal.psu.edu/kmm211/blogs/kims_blog/
Web Experiential Flowchart for Users:

Kim McBride
Creative Directive Website

Home/Splash Page

- About
- Portfolio
- Resume
- Directives
- Contact

- Graphic Design
- Photography
- Illustration
Web Interface Mockups:

- Biography

My name is Don McIlrath and I taught the advertising art & design program at a public high school. I have been teaching for 21 years and have a degree in Graphic Design. My goal is to teach students about the business of art & design. I believe that using technology and software is very important in the field of design. I have learned new things every day and I am constantly learning more about the software and technology.
Biography

My name is Kim McBride, and teach the award-winning art & design program at a public high school, Scott Area Technical Institute. Prior to teaching, I was a graphic designer in the Pittsburgh, PA area for 12 years (1982-94), in order to stay effective as a visual arts teacher I need to develop my skills within the technology area. The high school students I work with enthrill them for learning is the motivation for continuing digital design. I have been using Adobe software for many years and am passionate about art & design. I love teaching new things which is why teaching is perfect for me. Each year I invent a new group of students who choose to spend their entire senior year of high school learning about art careers. The administration in my school is very supportive of being current with the latest technology and therefore I am constantly getting new equipment and the latest software.
Networked Media Inventory:

A. Splash Page
   • Photoshop Animated GIF
B. About
   • Vector portrait
C. Portfolio
   • Graphic Design: at least 6 images
   • Photography: at least 6 images
   • Illustration: at least 6 images
D. Resume
   • Text
E. Directives
   • Projects
   • Awards
   • Special Events
F. Contact
   • E-Mail Links
   • Blog Link (Target: New)

Implementation Plan:

I will create the original website with Dreamweaver CS5 and will continue to maintain the site on a yearly basis as time permits so that it remains up-to-date and relevant. I will save the website to a cd and test it on many different computers. Final revisions will be made and then the site will be loaded to an OLS server.

For purposes of this class, the final website will be submitted by midnight on Monday, August 6, 2012.