In-class / Homework

It's time to create a sitemap from the ground up. The key challenge will be to create a visual language that will help you communicate your ideas, while conveying the site structure to your audience. Use the examples we review in class, then develop the concept so it's your own.

Your job: Mayor Bloomberg has contracted you to create a website guide to New York City neighborhoods. The site must eventually target a wide audience, but for your initial proposal, you must design for only one. (You'll present this idea to his staff.)

The map must have *at least* two main areas. Choose one of the following audiences to design your site structure for.

- New York City Residents: Adults (18 years old +)
- New York City Residents: Children (17 years old -)
- U.S. Residents: Travelers
- International Students planning to come to school in New York City

One sitemap is due at the start of class next week: 3/18/2003.