

Project Proposal

Interactive Media Design (IMD) Course Promotion Website

Student Name: Zeel Lathiya

Program: Interactive Media Design – Durham College

Team: Team 9

Project Type: Collaborative Group Project (Single-Page Interactive Website)

1. Project Overview

The goal of this project is to design and develop an interactive, single-page promotional website for the Interactive Media Design (IMD) program at Durham College. The website is targeted toward prospective students and highlights the program's creative focus, skills, and career opportunities. The project emphasizes interaction, motion, user experience, and visual storytelling.

2. Project Objectives

- Promote the IMD program in an engaging and visually appealing manner
- Demonstrate interactive design using modern web technologies
- Showcase student projects and creative outcomes
- Ensure responsiveness, accessibility, and browser compatibility
- Apply design, motion, and development skills learned in the program

3. Target Audience

- High school students exploring post-secondary education
- Prospective Durham College applicants
- Creative individuals interested in design, motion, and development

4. Project Scope & Features

The website will be developed as a single HTML file with simulated navigation using JavaScript. Key features include an interactive hero section, course overview, skills learned, career paths, student project showcases, GSAP-based animations, accessibility-focused interactions, responsive layouts, and a single link to the knowledge repository.

5. Tools & Technologies

- Design: Figma, Adobe Illustrator, Adobe Photoshop
- Motion: Adobe After Effects, GSAP
- Development: HTML, CSS, JavaScript (including Sammy.js if required)
- Media: Adobe Premiere Pro

6. Team Roles & Responsibilities

Zeel Lathiya (Team Leader): Project coordination, planning, design input, and quality control

Dev – UI/UX & Visual Design: Wireframes, layouts, visual assets, and typography

James – Development: HTML, CSS, JavaScript, animations, responsiveness, and testing

Navya – Research & Content Support: Content research, writing support, testing, and documentation

7. Deliverables

- Fully functional interactive single-page website
- Responsive design across devices
- Animated and interactive elements
- Organized project files and documentation

8. Timeline

- Week 3: Research, concept development, and planning
- Week 4: Wireframes and content structure
- Week 5: Visual design and layout finalization
- Week 6: Development and animation integration
- Week 7: Testing, accessibility checks, and refinements
- Week 8: Final review, polishing, and submission

9. Conclusion

This project aims to creatively represent the Interactive Media Design program through strong visuals, motion, and interaction. The final outcome will demonstrate teamwork, technical skills, and professional execution aligned with the goals of the IMD program.