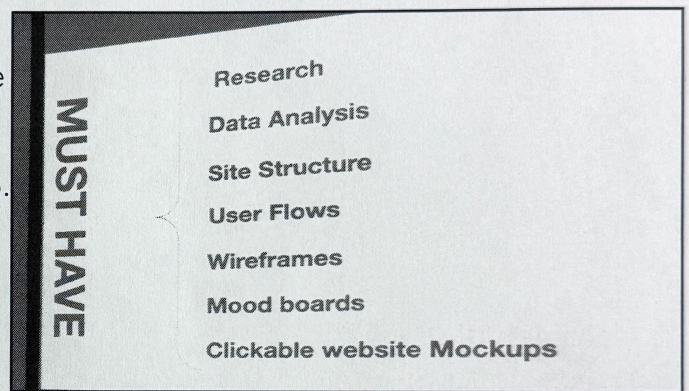


**Date** February 27, 2024  
**From** Joe Litow, Professor  
**Re** Class Observation: Martin Dominguez ART 226 Web Design 2

On February 21, 2024, I observed Martin Dominguez's ART 226 HO Web Design 2 class in Orange Hall 39. All eight students started the class working in either MIRO or FIGMA, industry-standard visual collaboration software. Martin structured the class like a Web Development/Design organization, which allows for maximum ideation, interaction and collaboration. The students are in two teams charged with developing and designing the website and brand identity for a local business. At a March 15th meeting with the client/business owner Team A will present their clickable website mock-up, and team B will present their scrolling website mock-up. The client will then review both presentations and meet with the class to formulate the process to produce the final website.

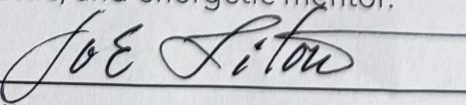
Martin presented what each team must have for the client meeting, from research and data analysis to mood boards, before creating their website mock-up. See Illustration. All team members learn how to research, analyze data, create site structure maps, user flows, wireframes, and mood boards. Under Martin's supervision they will collaborate to develop the web-

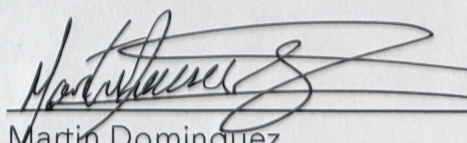


site mock-up and prepare for the presentation. Each team project manager oversees the process to ensure the project progresses according to schedule. Martin called on each project manager to make sure all team members participate, and to "be on time" to all meetings.

Martin gave a spirited and entertaining lecture on creating and delivering presentations. He urged them to "smile, rehearse, use the client's name, make eye contact, and get excited." Because each team must propose a brand identity makeover in their presentation, Martin delivered an informative Fordham Foundry Venture UP! brand identity case study. He revealed his personal observations dealing with Fordham Foundry.

From the Web Development/Design organizational structure of the class to the management of every aspect of the instruction Martin connects his students to the real world of web development and design. Martin's Web Design 2 class is like prestigious four-year institutions' internship programs. SUNY Orange students are lucky to gain invaluable experience under an experienced, enthusiastic, and energetic mentor.

  
\_\_\_\_\_  
Joe Litow  
Professor  
Date 2/27/24

  
\_\_\_\_\_  
Martin Dominguez  
Instructor  
Date