

Project 3: Promotional Site

Overview

Identify a topic to promote to a new audience likely unfamiliar with it. Unlike previous projects this can be a **single page** website although fake placeholder links can be used to link to other pages. This will likely be a long page a user needs to scroll through but for mobile users that may be preferred over excessive clicking. You may take inspiration from the many long scrolling style pages out there and also read more in this article:

(<https://www.smashingmagazine.com/2017/05/long-scrolling/>).

As always, you need to consider the unique audience you have (be it a prospective student learning about your school or a parent buying a product for their kids), but in general we will make the assumption they won't spend lots of time on your site. **Long walls of text** that require careful reading and analysis likely **won't persuade them**.

There is an abundance of topics you could pick for this, but in general it should be something you can in fact promote such as a company, a school, a product, a band, a hobby/interest of yours, a fake product, and more. Please discuss with your Professor if needed.

By completing this correctly you will demonstrate the use of advanced CSS layout techniques that make use of columns when appropriate (desktop size browsers), while also making it responsive so it works on tablets and phones. Additionally you will demonstrate your ability to take what may be a complex topic and simplify it by creatively presenting it to the audience.

A picture is worth 1000 words. To best demonstrate how both advanced CSS layouts and creative design can enhance a site let's look at an example close to home:

2010 RIT website	2022 RIT Website
<p>A Category-Of-One University</p> <p>RIT is a nationally respected leader in professional and career-oriented education. Talented, ambitious, and creative students of all cultures and backgrounds—and from 50 states and more than 95 countries—have chosen to attend RIT.</p> <p>Few universities provide RIT's depth and breadth of career-oriented studies. Our eight colleges offer more than 90 different bachelor's degree programs in art and design, business, engineering, science and mathematics, criminal justice, photography, environmental studies, hospitality and service management, computer science, information technology, bioinformatics, and many other areas.</p> <p>As a major technical university, RIT offers academic opportunities that extend far beyond science and technology. Including more liberal arts courses and faculty than you will find at most liberal arts colleges. With a strong foundation in the humanities and social sciences, you'll gain an understanding of both technological developments and the philosophy and ethical issues that go with them.</p>	<div><div>3rd</div><div>Largest in STEM</div><div>Among all U.S. private universities, RIT produces top grads in science, technology, engineering, math.</div></div> <div><div>90</div><div>Degree Programs</div><div>Few universities provide RIT's depth and breadth of career-oriented studies</div></div> <div><div>4</div><div>Global Campus Locations</div><div>In addition to Rochester, N.Y., RIT has campuses in China, Croatia, Dubai, and Kosovo.</div></div>

The information in 2010 and 2022 is similar in context, however you may notice the 2010 version has a lot of text to read through. Maybe your project 2 was like this as that was a but

that is OK as it was a research inspired page, but for project 3 we will take a different approach. Now look at the 2022 version. It is a similar content but a 3 column approach was used, content was chunked, condensed, and given a similar treatment. In the 2022 version users can still click the sections to learn more, but we are not bombarding them with everything at once. We will talk more about this in class so it is important to still attend.

Process:

Create a project3 directory for this project inside 140. This directory should be organized following an appropriate structure and naming convention. You should also provide a link from your homepage to this project, as well as from this project back to your homepage.

```
abc1234/
|
|-Sites/
|   |
|   |-140/
|       |
|       |-index.html
|       |
|       |-project3/
|           |
|           |-index.html
|           |
|           |-assets/
|               |
|               |-css/
|                   |
|                   |--styles.css
|               |
|               |-images/
|                   |
|                   |--image1.jpeg
|                   |--image2.jpeg, etc.
|               |
|               |-media/
|                   |
|                   |-video1.mp4
|                   |-video2.mp4, etc.
```

Make sure you read the rubric scoring system on the last page as well as points 1 – 10 below

1. Build your web site with appropriate and substantial content
 - a. The site should have actual content that would appeal to the site's target audience.

- b. It should be easily scannable/digestible for your audience. Remember we are promoting a product and want to get the point across without making them read a wall of text; quality vs quantity in terms of your content.
- c. The content should be properly “chunked” for reading and for the site’s structure.
- d. The content must be well-written, with no spelling or grammar errors

2. Layout & Design

- a. Grid or Flex box should be used for at least one element on the page. It can be used for an individual component or feature within the overall page. It doesn’t have to be used for the overall page wrapper if you don’t want it to. This W3C video does a great job of explaining this:
<https://www.youtube.com/watch?v=hs3piaN4b5I>
- b. Layouts created to showcase your idea should be responsive utilizing media queries, and optimized for different device sizes. At least one media query will likely need to be used, and likely several for tablets vs phones.
- c. Identifiable color scheme and typesetting should be used.
- d. **At least 1 CSS Transition used**

3. Add appropriate digital images to the web site

- a. Images must be appropriate to the site and support the content.
- b. Images must be properly optimized using Photoshop, Photopea (free), or a tool of your choice. (cropped, scaled, compressed, etc.)
- c. Images need to be responsive, and viewable on all device sizes (example: very wide images should make use of the max-width:100% technique).

4. Embed one or more pieces of rich media (like a video) on the site.

- a. Must support/enhance the content of the section on which it appears. Youtube embeds are acceptable, but for extra kudos try making use of the html 5 `<audio>` or `<video>` elements.

5. There must be a resources section at the end styled in APA format that:

- a. cites any media sources

- b. cites information sources used in the creation of the site

Important: Remember that all site content must be in your own words. If there is something you wish to include verbatim, clearly indicate that it is a quote and cite the source of that quote on the same page as the quotation, as well as on your resources section. Cutting/Pasting content from existing sources without recognition is plagiarism and violates the RIT Academic Honesty Policies. The penalty is an “F” for the assignment and an “F” for the course.

- 6. No frameworks like bootstrap. There are exceptions such as using jQuery (see item 9 below) or font-awesome, but to be safe check with the professor beforehand.
- 7. HTML code must satisfy the requirements used throughout the semester
 - a. HTML must validate using <https://validator.w3.org>
 - b. HTML code must be properly formatted
 - i. Appropriate use of indentation
 - ii. Appropriate use of white space
- 8. CSS code must come from an external sheet and satisfy the requirements used throughout the semester
 - a. CSS Code must validate using <https://jigsaw.w3.org/css-validator>
 - b. CSS Code must be properly formatted and commented
- 9. Prewritten JavaScript libraries may be used with the following caveats:
 - a. Site the source of the library in the resources section
 - b. Script use must enhance the site's value
 - c. Prewritten script use will be factored into the site's presentation/functionality aspects.
 - d. Any scripts used must be in the public domain
- 10. In a separate text document (or on a webpage... as long as you tell me where to find it), write a 2–3 paragraph summary about your web site
 - a. What three factors of the site do you feel were done really well and what two factors of the site do you feel could use improvement

- b. What and where can we find your “Extras” (see list item 9 below for details on extras!

11. EXTRAS (to get to 100%). ****IMPORTANT****

Either 5% overall 10%....

If you do everything listed above perfectly you will get a 95%. To get to 100% you need to do some extras. We are giving you some flexibility in what you choose to do as extras so you can target your strengths, or even target areas you may want to grow in. For example if you have video production experience you could create your own video. If you are a good programmer you could do something with JavaScript. You must document what you want claimed as your extras in the 2 – 3 paragraph summary

NEW - I am writing up a more detailed look at extras and what they could be potentially worth here: <https://bit.ly/3l4pD2X>

Examples of Extras:

- a. JavaScript feature that adds value to the website; not just a pointless alert() or clock/timer; (unless you are promoting watches).
- b. Overall Exceptional design. Warning: this isn't easy to achieve unless you are experienced in this area; just spending lots of time here does not equal exceptional design.
- c. Creation of a print stylesheets.*
- d. homemade GIF animations
- e. A video you recorded/edited for the project and embedded. A screen capture could also count here if it makes sense for your content (perhaps a tutorial where you need to demonstrate something on the computer).
- f. PHP *
- g. **NEW:** a web form. you can build a form that would eventually collect data or serve a purpose. It doesn't need to be functional in this phase as we haven't covered that in 140, though if you do explore javascript validation that would be potentially worth more points <https://codepen.io/sgcics/pen/MWezopy>. Since it doesn't need to be functional focus more on design / aesthetics / usability of the form.

* this feature especially (along with all others) may not result in full 5 points unless it is deemed to be extensive enough. **For example** a print style that changes one thing is not equal in effort to a video you produced and embedded. However a very extensive

print style sheet which adds lots of value may be acceptable. Discuss with the professor if unsure!

Submission

Complete all of these submission requirements:

1. Upload your project3 files to Solace using the structure shown on page 1. Also create a zip file containing the project3 index.html, sub-directories and their contents
2. Upload that zip file to the project 3 dropbox
3. Include a link to the project 3 index.html in the dropbox comment area
4. Be sure that the IST 140 home or "landing" page is accessible and that the link to project3 on said landing page works correctly. It should be accessible at:
<http://solace.ist.rit.edu/~YOURUSERID/140/project3>

Rubric	Value
Setup	
Located in Sites/140/project3/	4
Assets with media and css directories inside	4
Zip file of project3 placed in dropbox	4
Link to project3 in dropbox comment area	4
Content	
Contains content that is meaningful, valuable to the audience, properly chunked, error-free, and professional. (see item 1 above)	12
Design	
Sensible layout scheme: Flex or Grid was utilized to enhance the layout (likely with a two column or more arrangement)	5

Sensible color harmonies	3
Typesetting and font choices	3
Follows design rules (CRAP) and guidelines	3
Navigation	
Persistent navigation to the different sections	4
HTML/CSS	
All code passes W3C validation	4
Well-formatted and commented	2
Uses external CSS file(s)	2
Media / Behavior	
Images used are appropriate, supportive and properly optimized	6
Responsive web design to include fluid images and media queries	12
Includes at least one piece of embedded rich media	4
At least 1 CSS Transition used	4
Resources Page	
Cites all sources in APA format used (CSS, HTML, media, information) as well as additional required information, including “extra” work	5
Document	
Synopsis of pros and cons & extras you did	5
Extras (to get to 100)	
(See explanation above for more details... Item # 9 above)	10

Caution: Use of a framework like bootstrap will be penalized.	-20
Total:	100