



# Project 3: Your “Polished” Website

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*Due: Friday before finals week (no late submissions will be accepted)*

## Overview

For project 3, you will expand and enhance the web site you created for project 2. This means you will need to add more content (and, probably, more web pages) as well as more interactivity. Our expectation is that you are doing “college level” work in all of the elements of the assignment. When you complete project 3, you should have a web site that is very professional in look and content and feels “done.”

## Other ground rules

- Do not use any HTML templates other than the CSS layout examples we have provided in class or that are in our *Learning Web Design* textbook. Using a template that you did not create yourself is a violation of the academic dishonesty policy.
- All of the HTML and CSS in this project will be generated by you, by hand. This means that WYSIWYG editors or applications that generate HTML such as Dreamweaver, Word, or Powerpoint may **not** be used.

## Setup

### 1. Create the site directory structure

Within your 140 directory, create a new directory named: **project3**. Be sure to set the permissions on this directory appropriately.

### 2. Copy project 2

Copy all the contents of your **project2** directory *except* the **images** and **media** folders to your **project3** directory. *All* of your work for this project must be done in your **project3** directory.

### 3. Add new directories

To your **project3** directory, create three new directories: **images**, **media**, and **css**. These directories will be used to hold the digital images, audio/video content, and external CSS style sheets for your site.

### 4. Link it to your personal home page

Create a Project 3 link from your personal page to the index page of your site in the **project3** directory.



## 5. Test your structure

Make a small change in the index page for your site in the project3 directory. Use a browser to access your personal launch page. If you click your Project 3 link, does it take you to your modified page? If it does not, find out why and correct the problem.

**Warning:** You must do all of your work for this project in the *project3* directory. Under *no circumstances* should you move, remove, or modify any of the content in your *project2* directory.

## Requirements

1. Enhance your web site with appropriate and substantial additional content
  - a. The introduction and topic pages should have *actual* content that will appeal to the target audience(s) of your site
  - b. The content should be properly “chunked” for reading and for the structure of your site.
  - c. The content must be well-written, with no spelling or grammar errors
  - d. The content of the site *must* be professional in context and style
  - e. There must be *substantial* content. Web pages with one or two paragraphs are *rarely* sufficient for this effort.
  - f. The content should be college-level and professional:
    - i. Would a person browsing the web looking for content related to your topic find value in your site? Would they bookmark it?
    - ii. Would you be comfortable showing your site to a potential employer when applying for a job or coop? This is what we are aiming for.
2. Enhance your site design with respect to the *CRAP* principles
  - a. You must have an identifiable layout scheme
  - b. Site color choices should be professional and appropriate to the content
  - c. Text colors and background colors must provide sufficient contrast to support ease of reading
  - d. There must be sufficient *white space* to make the content easy to read and understand
  - e. ***These requirements must be met using only CSS in an external style sheet***
  - f. *Also:*
    - i. *Avoid the default browser font of Times New Roman, unless you have a good reason to do so.*
    - ii. *Color choices should be tasteful. High contrast colors from the opposite ends of the color wheel often look unprofessional.*
    - iii. *Do not use <br /> or empty paragraph elements (<p></p>) to add vertical spacing between elements on your page, use CSS margin and padding properties instead.*

- iv. *Remember the proximity rule – headings and the paragraphs or images associated with them should be close together. Adjust the margin and padding as necessary to do this.*
3. You must include elements that make it easier for your target audience to “scan” your web pages. (According to Jakob Nielson, “*Elements that enhance scanning include headings, large type, bold text, highlighted text, bulleted lists, graphics, captions, topic sentences, and tables of content.*”)
4. You must have a consistent navigation system on every page
  - a. The global navigation system must appear in the same place on every page
  - b. In some manner (text, visual cues, etc.) the user must be able to *easily* identify what page they are on with your site
  - c. Your global navigation should clearly answer the questions: “*Where am I?*” and “*Where can I go?*”
  - d. The main page of your project 3 site must have a link to your personal 140 page
5. **You must add a secondary** navigation system to your site. This navigation could be:
  - a. A linked table of contents
  - b. An image map
  - c. A site map
  - d. A CSS menu
  - e. *Other possibilities???*
  - f. This secondary navigation must not duplicate the primary/ global navigation.
6. Add CSS rollovers to all navigational links on your web site
7. Add appropriate digital images to your web site
  - a. Digital images must be appropriate to the site and support the content of the page on which they are found
  - b. Digital images will be properly optimized (cropped, scaled, compressed, etc.)
  - c. All digital images will be stored in the **images** sub-directory of your **project3** directory
8. Create a web graphic of our own design using Photoshop or a similar tool (we will be covering this in class soon). Ideas for your web graphic could include:
  - a. A logo
  - b. Button images
  - c. Background images, etc.
9. **Add a CSS image rollover effect to at least one image on your web site (we will also be covering this in class later).**
10. Locate and embed one or more pieces of rich media
  - a. Media must support/enhance the content of the page on which it appears
  - b. Media can be
    - i. Sound file(s)
    - ii. QuickTime video
    - iii. Flash Movie



- iv. YouTube video, etc.
  - c. Unless linked from another site, all media will be stored in the **media** subdirectory of your **project3** directory
  - d. Embedded Flash movies will often not pass the HTML validator. We will make an exception to the validation requirement in this case only – and be sure that the rest of the page validates correctly. We will cover media embedding in class toward the end of the semester.
11. Update your **resources.html** page:
- a. Must be linked from your main page
  - b. Must cite any CSS or HTML sources you “borrowed”
  - c. Must cite the source for any media item your site is using
  - d. Must cite information sources you used for your site
12. Also, in your *resources.html* page, include the following:
- a. Which element of the site is the graphic you created from scratch
  - b. What type of embedded media was used on your site and on which pages it is located
  - c. What type of secondary navigation system was created and where it was implemented
  - d. Which image on the site utilizes a CSS image rollover effect.
  - e. Information about any JavaScript content you included and an explanation of *why* you chose to include that script. (E.g., how does this script enhance your site)
  - f. A two-to-three-paragraph summary about your web site
    - i. What three factors of the site do you feel were done really well. Tell us where you feel you did A-level work.
    - ii. What two factors of the site do you feel could use improvement

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

13. HTML code must satisfy the requirements used throughout the semester
- a. Code must be written as HTML5
  - b. Appropriate DOCTYPE statements must be included in each HTML file
  - c. HTML *must* validate using the validator at [validator.w3.org](http://validator.w3.org)
  - d. Code must be properly formatted
    - i. Appropriate use of indentation
    - ii. Appropriate use of white space
14. CSS code must satisfy the requirements used throughout the semester
- a. Code must validate using the W3C CSS validator



- b. Code must be properly formatted and commented
  - c. CSS style sheets will be stored in the *css* subdirectory
15. You may use prewritten JavaScript libraries in your site with the following caveats:
- a. You must site the source of the library on your *resources.html* page
  - b. Use of the script *must enhance* the value of the web site
  - c. You will *not* receive extra credit of any kind for using a prewritten script
  - d. The use of prewritten scripts will be factored into the *presentation/functionality* aspect of your site
  - e. Any scripts used *must* be in the public domain
16. If you meet all these requirements, your **maximum** grade will be 90%. The last 10 points are for “extra” work, which encompasses anything above and beyond the requirements. This could include JavaScript, other media, exceptional design, implementation of cool CSS3 or HTML5, print and/or mobile style sheets, GIF animations, homemade Flash, etc. You must tell me in your **resources** page what extra work you did.

## Submission

Check that your launch page is accessible and that the link for your launch page to Project 3 works correctly. I should be able to access it at:

***<http://people.rit.edu/YOURUSERID/140/project3>***

**WARNING:** We will go to your personal launch page and click the Project 3 link to evaluate your work. If your personal launch page is not accessible, or the link from that page to your Project 3 web site fails, **YOU WILL RECEIVE NO CREDIT (0) FOR THIS PROJECT**. There are no exceptions.



Setup	Weight 15	Score
• In correct location ( <a href="http://www/140/project3/">www/140/project3/</a> )		
• Contains <b>images</b> , <b>media</b> and <b>css</b> directories		
• Linked from your class page		
Content	10	
• Contains substantial additional content, that is meaningful, valuable to your audience, properly chunked, error-free, and professional. Any fixes recommended for project 2 are implemented.		
CRAP and Design	15	
• Identifiable layout scheme		
• Sensible and aesthetically pleasing color choices		
• Sensible font choices		
• Follows all CRAP and design rules and guidelines		
Navigation	15	
• Scannable elements within content		
• Consistent navigation on all pages		
• Persistent “you are here” indicator		
• Links back to your class page		
• Contains a secondary nav system; doesn’t duplicate primary nav.		
HTML/ CSS	15	
• All code passes W3C validation		
• Well-formatted, commented, proper utilization, etc.		
• Uses a <b>single</b> external CSS file		
• Uses CSS for layout rather than HTML text elements		
• CSS rollovers on all links		
Media	15	
• Images used are appropriate and supportive		
• Images properly optimized		
• Includes an original graphic created from scratch		
• Includes at least one piece of embedded rich media		
• Includes at least 1 CSS image rollover		
Resources page	5	
• Cites all sources used (CSS, HTML, media, information) as well as additional required information, including “extra” work		
Extra	10	
• Includes additional “stuff,” such as JavaScript, other media, exceptional design, print and/or mobile style sheets, GIF animations, homemade Flash, etc.		
<b>TOTAL</b>	<b>100</b>	