

Project 3

Nice to Meet You

Introduction

Time to get personal.

This term has brought students face-to-face with a number of new technologies. It's time to apply them in a compact, self-promotional page that will be ready to publish, and that represents each individual's priorities as an employable professional.

Expectations

Qualitative

Project 3 places a greater importance on clarity and beauty than our prior two projects. The design must be emblematic of one's personal style, the typography intelligent and creative, and the use of images compelling and appropriate to their content.

Additionally, code must be free of any fundamental flaws, meaning:

- A clean project folder, containing only files that are used directly in the web project
- Confident use of HTML to define site structure
- A well-organized and documented Stylesheet
- Detailed design comps showing a variety of type styles

Quantitative

While this project imposes no lower or upper limit on the number of pages created, there are a few technical requirements:

- Five different CSS selector types
- Two CSS pseudo-selectors
- One pseudo-element attached to a selector
- Appropriate Meta tags for the site *description*, *author* and *keywords*
- One or more instances of floating and clearing to horizontally arrange content
- No mismatched, malformed or unclosed tags in the HTML

Process

We'll be working with an abbreviated timeline and scope for Project 3.

1 Strategy

Positioning

In the first sprint of work, students will define a number of personal and professional traits that they imagine informing the content and design of the site. A statement will be drafted rationalizing the commitment to an aesthetic or artistic movement. Context will be provided, citing examples of work in the past or desirable projects for the future that demand a skillset that the student is prepared and qualified to offer.

Content will also be developed during this stage. Students must draft a succinct but compelling expression of their professional ambitions that is ready to be published.

2 Design

Visual Design

Sites are expected to be rendered in great detail, with increased focus on typography, use of imagery, and compelling layout. Color, typeface choice and whitespace considerations are made, while continually checking work against the outcomes of the *Strategy* phase.

3 Engineering

HTML

With an emphasis on semantics, markup must reflect the organization of content within the site. Tags are used according to their intended purpose, and class names are to intelligently describe the content or function of each element.

CSS

A Stylesheet is authored to complement and enhance the raw HTML. Appropriate CSS properties are used to bring the in-browser appearance into agreement with the mockups.

Presentation

Students will be accountable for a small-group presentation, based on the following criteria:

Context

Who is presenting? The student should recount formative experiences in their journey to becoming a practicing professional.

Goals

Can the student describe the source of their motivation and their personal goals as a designer or emerging skilled tradesperson? Background should be offered to contextualize aesthetic and to frame the written and image-based content.

Outcomes

Does the site represent the student? Can it carry them into the professional world?

Evaluation

The project's design and build will be graded on three criteria.

Design

The site's appearance, while objectively attractive, employs the proper design language to frame the narrative text and/or imagery, and satisfy the stated rationale. Content is not overshadowed by heavy-handed embellishment.

Message

The student has constructed an accurate representation of their priorities as an emerging professional. The site is an advocate for that viewpoint when the student is not present, and provides a way for other professionals (including potential clients) to assess the viability of a working relationship.

Grammar and tone are instrumental in demonstrating professionalism.

Engineering

The proper HTML and CSS features were used to accomplish the stated design language, layout, typographic and informational hierarchy and use of imagery, while satisfying the stated *Quantitative Requirements*.

Important Dates

Step	In Phase	Date	Format
Positioning & Writing	1	24 November	Slack Upload (PDF)
Design	2	1 December	Slack Upload (PDF)
Development Check-in	3	1 Nov – 5 Dec	Slack Post (Site Folder, ZIP)
Final Due	—	9 December	Small-Group Presentation

All deadlines are assumed 9AM, that day, unless otherwise noted on the class website.