**JAB Milestone 1**

**Overview**

In the project, CP1406 students will work together as part of a team to create a website doing the planning, design, production, usability testing and publishing, using HTML, CSS and JavaScript. The project will require research, self-directed learning, teamwork and consultation with your lecturer.

The project is to (re)develop a site for the Barrier Reef Orchestra (BRO). You will be provided with some content and a reasonable idea of the goals and target audience. Part of this is provided as a recording of a client presentation and discussion, which you need to watch in order to understand the client and task.

Important: The old (existing) BRO site (http://www.nqorchestra.com.au) should give you an idea of content but NOT design or information architecture. Plan and design the site mostly as if the old site did not exist. If the old site were fine the way it is now, we wouldn’t be making a new site. Please ask any questions about this assignment on the slack channel for our subject or email the lecturer directly.

You have two separate milestones as part of this one project. These are summarised here with further details below:

**Milestone 1 - Project Plan & Design Comps (10%, due week 10)**

Create a project plan (including goal and audience analysis, flowchart, text, images and screen designs), which your group will continue developing to make the finished site.

**Finished site components at a minimum are:**

Important: The requirements here are not specified as pages, but as features or functionality.

The information architecture is up to you to decide and the page/feature titles (e.g. “bulletin board”) are also able to be changed. E.g. the old site has a separate sponsors page, but you might like to combine this with the contact or about us page, or whatever you think is best as a result of careful consideration in your planning.

Home Page with content written to rank well on search engines (including meta data)

**Artists (Musicians):**

• display all artists (list) - short information text and a small image

• featured artist (highlighted appropriately)

• clicking on an artist should load another page to display more detail and a larger image

**Events:**

• display all events (list), sorted by date (soonest first)

• events featuring a registered artist should link to that artist’s page

**Bulletin Board:**

• each notice should have an expiry date and may have an external link

**Membership Registration:**

• this should describe registration and membership benefits and allow users to sign up online using details from the Word doc form on the old site, but handled all online

• users should use their email as login and create a password

• you do not need to handle any payments for membership, but can simply link to PayPal as on the old site.

• your registration page does not need to work, but should display properly and be set up so that it could be made to work easily in the future (e.g. name your fields properly)

One “Feeder” Page - this is a content page designed to capture users looking for something related (music) and feed them back into the site.

Plus: contact information, sponsor details and information about the organisation

**Version Control**

Use GitHub (https://github.com) for version control and collaboration. One person should set up one repository (repo) and add all of the members of the team as collaborators. Then as you work on the project together you can work on current files, making commits with clear messages so that we can keep track of who is doing what work, and you have a history of versions to help manage the process. Use issues and other features of GitHub as you wish.

**Action Plan**

1. Develop Mission Statement – Submit 1 or 2 individual sentence outlining what we believe is the aim of the website.

Belle – Raise awareness of the GBRO and increase revenue

James –

Alicia -

2. Audience Analysis – Current audience: Older people

Improved target audience: Younger people such as students, teachers and other professionals.

Promoted among socially, culturally and financially abled people/community members

3. Flow Chart - To created after web pages decided upon.

4. Design Web Pages – Prototype on paper. To be discussed Monday

**Milestone Details**

**Milestone 1 – Project Plan & Design Comps – 10%**

**Due: Week 10, Friday 5 May**

This milestone is the initial planning (similar to assignment 1) and early stages of the design and development of the site.

**Plan:**

Complete the **plan.html** file with clear details, as follows:

**Mission Statement**

Concisely state what the goal (purpose) of the website is. Note that the mission must be to improve something in a measurable way. Why is the site needed? How does it benefit the client? Be clear and specific. Good mission statements are usually only a few sentences and contain no unnecessary information.

**Success Evaluation**

Describe the process(es) by which the site's success will be evaluated. How do you know that the site does what the client wanted? Measure the mission you stated above.

**Target Audience**

Describe two things clearly and specifically:

1. the target audience that your site is intended for (be specific; you can't aim for everyone)
2. how you will intentionally design the site to cater to this group (as distinct from another, different target audience).

**Content**

This section should contain a dot-point list of the pages you intend to make and the content to go on each of those pages. Use a table or nested list or something clear. Create the flowchart from this.

**Site Flowchart**

Create a site flowchart to show the hierarchy of pages in the site and their relationships.   
Each page should be represented by one box. The order of boxes is the order these links should appear on the site.

If you don't have a preferred drawing program for flowcharts, use [www.draw.io](http://www.draw.io).

Save your flowchart as a PNG file (normally the best file format for plain, straight-lined diagrams like this) and insert the image in your plan file under this heading.

**GitHub Repository Link**

**Design Comps:**

By this stage, you must have completed design comps (comp = comprehensive master, a good mock-up of a page that clearly shows the intended design) for three “levels” or styles of pages,   
and developed at least one page using HTML and CSS.

You may create your comps either as images (using Photoshop or something) or as HTML pages.

**Comps required:**

* Home page
* Text-based page designed for reading, not scanning (like About Us or something - depends on your plan and what pages you have)
* Artists page (list of artists)

**Developed page:**

* Single artist detail page

Your page and designs should be completed as much as possible (no place-holder text or images), but you can modify your work for the final submission. So they should be mostly complete, but do not need to be perfect. An important goal of this milestone is to give your group something to talk about with each other and your lecturer to improve on for the final site.

**Submission**

1. Upload your work to a folder called **m1** in your group’s space on ditwebtsv: **http://ditwebcns.jcu.edu.au/~tcmc/m1**Do NOT include an index.html file. This means that viewing this site should show a list of files including your plan and comps. Name your files appropriately.
2. Upload a zip file containing all of the files for this milestone to LearnJCU.

**Marking**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Exemplary  (3 marks)** | **Satisfactory  (2 marks)** | **Marginal  (1 mark)** | **Unsatisfactory  (0 marks)** |
| **Mission** | Mission is clear in the first sentence, contains goals for the improvement of the company that are measurable, does not contain unnecessary or vague content | Statement is not as clear as it should be, contains unnecessary information, too brief or too long | Statement is vague, not clearly measurable, too brief or too long, goals are not to do with the company that would be paying for the site | No discernable mission, nothing measurable, inappropriate length |
| **Success Evaluation** | Specifically explains how the mission (improvement) will be measured (quantified) | Measurement is not the best match for the actual mission, or does not use quantifiable metrics | Does not measure the actual mission or does not use quantifiable metrics | Vague or inappropriate success definition (e.g. hits) |
| **Target Audience** | Clearly identifies a specific target group, and specifically describes how the site will be designed to suit that target audience | Audience definition lacks clarity, description of site design is not specific enough to suit the target audience | Audience definition is too broad or too narrow, does not clearly describe site design for the target audience | Audience is vague or inappropriate, does not describe site design for the target audience |
| **Content** | All content is clearly listed by page, well organised | Content is mostly well organised | Some content is missing and/or organisation is poor | Missing content and poor organisation |
| **Flowchart** | Clear layout, shows hierarchy and page/section relationship, correctly shown as one box per page | Diagram is sufficient but lacks clarity | Diagram has mistakes in it (e.g. not every box is a page), inconsistent or incorrect visual language used | Diagram is unhelpful, hierarchy is not represented |
| **Information**  **Architecture (based on plan)** | Content has been thoughtfully organised to be suitable for site goals, calls-to-action are clearly used | Content is mostly well-organised, not sufficiently goal-driven | Not all content is well-organised, missing clear calls-to-action | Content placement seems illogical |
| **Interface**  **Design (comps)** | Design is professional, consistent, suitable for site goals and audience | Design is fairly good, not as suitable for site goals and audience as it should be, minor inconsistencies across different pages | Design is not suitable for site goals and audience, obvious inconsistencies across different pages | Poor quality, not suitable for site goals and audience |
| **Information**  **Design (comps)** | Text has been reformatted to be suitable for scanning and for this site’s goals, images enhance meaning of text | Most content is well-formatted but some text needs to be made more scannable, images mostly help | Some content is well-formatted but not all, contains large blocks of text designed for reading not scanning | Text appears just copied from client content |
| **HTML + CSS (developed page)**  worth double | Content and design elements are all present, HTML & CSS used appropriately | Content and design elements are mostly present, HTML & CSS mostly used appropriately | Important content and design elements are missing, HTML & CSS problems | Content and design elements are mostly missing, HTML & CSS problems |