# ISTE 140 Mid-Term Practical Exam 2231

## Due: Friday 10/14 at midnight in the MyCourses Assignment

## Overview:

This practical exam is a checkup on the design and technical skills that you are learning in the class. This test should not be particularly hard, but it is going to ask you to combine several of the skills we have learned as discrete topics to create useful web pages. To complete this test you are going to have to use your design skills to create three new layouts and your technical skills to create the code to make the designs function.

## Exam Policies:

* To complete this exam you may use any resources at your disposal except for other people.
* I encourage you to search the web to get inspiration for both your designs and HTML and CSS techniques.
* You must code all the HTML and CSS by hand in an editor of your choosing (you may not use an automated coding environment).
* Setting up your directories and subdirectories on Solace is part of the test and points will be given for following directions on how to deploy your code.

## Troubleshooting:

Don’t forget your troubleshooting skills.

* Set the title first so you can see that you are actually making changes to your page in HTML.
* Make sure your css file is actually impacting your HTML. You can do this by setting a very obvious style in your css like background\_color.

body {

background‐color: #F5F5DC

}

* If your styles.css is not actually impacting your page, it is usually a problem with the path.
* Be sure to check the extension on your images, not all images are .jpg…
* Make a small number of changes, then upload and test.
* Remember the difference between block and span elements.
* If you are not sure of the syntax, check w3schools, and use their “try it” examples.

## Practical Exam Deliverables:

I am giving you an Index.html, styles.css and all the image files to produce a basic Product page for a shoe company selling UGG shoes. Your goal is to play the role of a web designer who is working with a shoe company marketing director to create a new e-commerce website. The marketing director is interested to see your vision for the web site and has given you this product page to develop three different layouts to decide from. The winning layout will serve as the basis for a whole new e-commerce site. Your design is a prototype for a design to be used for selling lots of different shoes. You do not have to worry so much about the content in the pages, you should think mostly about developing a new design that can be used for an entire product line.

The page I gave you was loosely modeled on the following Zappos page: <https://www.zappos.com/p/ugg-classic-short-ii-mustard-seed/product/8727079/color/113272>

You might want to look at the Zappos page to get some inspiration and a better understanding of the competition for the “Shoes-R-Us” page you are developing.

Here is another page for Uggs from Nordstrom.com: <https://www.nordstrom.com/s/ugg-classic-ii-genuine-shearling-lined-short-boot-women/4367020?origin=category-personalizedsort&breadcrumb=Home%2FBrands%2FUGG&color=205>

So what counts as a separate “version”? If you were to redo the layout of the Index.html and styles.css files to create a layout similar to either the Zappos or Nordstrom sites above, that would count as one version. To create a second version you could move the images to a different part of the page (lower left, maybe) put the description information into two columns, and change the background color and maybe the font. This would count as a second version. The goal is to change the layout and the different colors and fonts to give the marketing director a new “look” to choose from.

You can also do things like:

* Add more images
* Use the float command to create columns
* Check out other sites to see what ideas you can find.
* Use your creativity to make three layouts that you like and find useful.

## Setting up your environment on Solace:

The main deliverable I want from you in the MyCourses Assignment is a URL on Solace. To be as efficient as possible in completing your work I recommend that you set up a directory structure similar to mine below. You might want to set up something similar (I recommend it, but don’t require it) on your laptop. Personally I would copy the starter files into a similar directory structure on your laptop, then I would go in and edit each version to create the versions that you will copy to Solace.

