

## CP1406/CP5638 - Assignment 1 – Due 4/4/2021 at 11.59pm

### Project Plan & Small Website

#### Task:

This assignment involves two parts, to be implemented as Web pages and submitted as described below.

#### 1. Project Plan (i.e. plan.html)

#### 2. Small Website files

Your (fictional) client for this assignment has provided an introductory email containing a description of their goals and some additional information regarding the site they would like you to build.

Your task is to 1) create a clear and useful **plan** from this information and then 2) use that plan to build a small functional **website**.

#### Project Plan:

Write your **project plan** so that it is a useful working document to guide the development of your website.

Carefully consider the information provided by the client and use it to inform your planning. Complete the **plan.html** template file provided to showcase your work.

**NOTE: See the file “html code for plan template” inside the assessment 1 folder for the plan template.**

You can edit your plan template using any preferential IDE (i.e. Notepad++, PHPStorm, etc.); however, you must keep the file as an HTML – DO NOT export it into another format when submitting.

Make sure that you...

- Use the existing structure of the plan, updating each section appropriately (e.g., don't talk about your target audience as a part of your site goals... that's for the target audience section)
- Add your name in between the <title> tags before submitting.
- DO NOT change the name of the file from plan.html.
- Uploaded your plan in the same folder as the rest of your assessment files (i.e. the small website files)

There is no set word limit for your plan; however, what you write must be **clear, concise** and **complete**. Avoid waffle and try not to make it any more than 1 page long.

***TIP!! The lecture on planning will be helpful in your planning process.***

**The following sections** must be included in your plan:

**Goals** - Concisely state what the goal (purpose) of the website is. Note that the mission must be to improve something in a measurable way. To "provide information about something" is not a good mission, since you can't see a measurable improvement. 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. Note that "hits" only counts people (or robots) visiting your website, which says nothing about whether the site has achieved its mission. 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).

**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.

### Small Website:

Design and develop a website for the client. Use your plan (goal, success evaluation, target audience) to inform and guide your design.

- Use the text content provided by the client. For some sections, you may need to flesh out the text provided by the client if there isn't enough... if you do, make sure it is reasonable.
- You may use images that you have personally sourced and/or that you create yourself using a graphics program (don't take new photos). Any images that you do use, though, **MUST** be cited in your plan.html.
- You should edit the images to create develop logos, banners, buttons, etc.
- Think carefully about the information architecture (organisation) and decide what content should logically go on which pages. Organise your site so that it will best achieve the site goals in your plan.
- Make sure that your home page file is called index.html. This is standard.
- You **MUST** develop the site *from scratch* yourself. You are **NOT** permitted to use any sitebuilding or CMS programs, templates (e.g. bootstrap, etc.) or code generators to create your website. All code that you submit must be developed by you from scratch.

Although it is up to you exactly what goes in the site and how/where, you should have at least the following elements in your site:

- HTML pages
- Navigation – links between pages and to any external sites that you link to (no broken links!)
- CSS – use an external stylesheet for most/all styling. An appropriate name for this would be styles.css or stylesheet.css. It is important that you do not hardcode any of your styles directly into the HTML files themselves.
- Images – images should be appropriately sourced and presented (consider editing, resizing, cropping, compression, etc.) You must not resize any images using HTML!

### Submission:

1. Submit **a zip file** of your work to the LearnJCU dropbox. Make sure you include all web files and your file.

| Criteria                                     | Exemplary (9, 10)  | Good (7, 8)   | Satisfactory (5, 6)   | Limited (2, 3, 4)  | Very Limited (0, 1)   | Weighting |
|--|--|---|---|--|---|-----------|
| <b>Goals</b>                                 | Goals are clear in the first sentence, contains measurable goals for the improvement of the company that are measurable, does not contain unnecessary or vague content                           | Exhibits aspects of exemplary (left) and satisfactory (right) | Statement is not as clear as it should be, contains unnecessary information, too brief or too long  | Exhibits aspects of satisfactory (left) and very limited (right) | No discernible mission, nothing measurable, inappropriate length  | 12%       |
| <b>Success Evaluation</b>                    | 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  |  | Vague or inappropriate success definition (e.g. hits)   | 10%       |
| <b>Target Audience</b>                       | 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 is vague or inappropriate, does not describe site design for the target audience                   | 10%       |
| <b>Flowchart</b>                             | Clear layout, shows hierarchy and page/section relationship, correctly shown as one box per page   |   | 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  | 10%       |
| <b>Content</b>                               | All content is clearly listed by page, well organised  |   | Content is mostly well organised  |  | Missing content and poor organisation   | 12%       |
| <b>Navigation (based on plan) and Images</b> | No broken links, consistent navigation<br>Good use of images, all appear at their correct size   |   | No or few broken links, but navigation is not efficient and logical (i.e. too many clicks to get around)<br>Some images are not well used and/or resized with HTML<br>Or lack of images on page (too text-heavy)                          |  | Many broken links, navigation is jumpy, illogical.<br>Images are not used or all generally poorly used      | 20%       |
| <b>HTML + CSS (developed page)</b>           | Content and design elements are all present, HTML & CSS used appropriately   |   | Content and design elements are mostly present, HTML & CSS mostly used appropriately  |  | Content and design elements are mostly missing, HTML & CSS problems   | 15%       |
| <b>Interface and Information Design</b>      | Design is professional, consistent, suitable for site goals and audience.<br><br>Text has been reformatted to be suitable for scanning and for this site's goals, images enhance meaning of text |   | Design is fairly good, not as suitable for site goals and audience as it should be, minor inconsistencies across different pages.<br><br>Most content is well-formatted but some text needs to be made more scannable, images mostly help |  | Poor quality, not suitable for site goals and audience.<br><br>Text appears just copied from client content | 11%       |