

# Final Project

Developing a Website (40%)

## DUE DATE

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Milestone 0: (3 Marks) Start of Session 8

Milestone 1: (10 Marks) Start of Session 9

Milestone 2: (7 Marks) End of Session 10

Milestone 3: (10 Marks) End of Session 13

Milestone 4: End of Session 15

## OBJECTIVES

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The objectives of this project are to demonstrate the ability to:

- Describe concepts and processes associated with website design, development and implementation
- Practice the principles of effective web layout and web design practices
- Create and modify web pages using HTML/HTML5
- Apply Cascading Style Sheets (CSS/CCS3) to configure text, colour and page layout
- Use media and interactivity on web pages
- Create forms for data collection
- Discuss e-commerce, security and order processing on the Web
- Apply Search Engine Optimization (SEO) to websites
- Implement recommended website design and accessibility techniques
- Integrate responsive design features
- Integrate design principles and features and styles for Mobile devices, Tablets and desktops
- Collaborate with others to produce an intended outcome within a given set of criteria
- Employ communication skills to compose a clear, succinct, and unambiguous message.

## DESCRIPTION

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This project requires the student to reinvest learning from the Introduction to Fundamentals of Web Development – HTML5 & CSS course to design and develop a website based on recommended best practices. You will demonstrate creativity and the ability to produce professional looking results while meeting the requirements of the client.

You and your instructor will discuss the subject matter for your website project. This project

is meant to allow you to think creatively, therefore the idea for your website will be driven by your interests and preferences. Your choices must obviously remain within the parameters of acceptability and professionalism.

This is a multi-step project as outlined under the Instructions and Marking Scheme. Throughout the project your instructor will play the role of the client. You will submit the topic and parts one through four for client approval before moving ahead with each step of the development. Part five requires you to present your completed website. Your website will:

- contain a home page plus at least six but no more than 10 content pages
- use an external style sheet to configure text, colour and page layout
- avoid any use of font tags, embedded CSS, and inline CSS

Your web pages will:

- contain appropriate meta tags
- include at least one web page using tables and lists effectively
- include at least one e-mail
- include at least one external hyperlink
- use a consistent banner logo area
- use consistent main navigation
- include appropriate images and graphics as required by the subject matter
- associate with an external style sheet
- include at least one web page containing a form with at least three elements and demonstrate server-side processing
- include JavaScript elements demonstrating client-side processing
- include a variety of HTML5 elements
- adhere to responsive design requirements
- be designed for Mobile, tablet and Desktop
- be one of: Flash swf, YouTube video, CSS image gallery or CSS transition

You must publish your project on the Internet. BOTH Mozilla Firefox and Internet Explorer must render each page. Your website project will be evaluated on the following criteria:

- Project milestones
- All required web page elements included
- Recommended website design practices followed
- Visual appeal of site to target audience
- Accomplishment of project's objectives

## INSTRUCTIONS

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### Milestone: Initial Project Topic Due Start of Session 8 (3 marks)

1. You and your instructor will discuss the subject matter for this project.
2. Follow your instructor's directions regarding requirements for this part of the

project. Using word processing software such as Word, and prepare a document to address the following questions:

- a) Purpose: What is the purpose of the site? Why are you creating it? What opportunity, problem, or issue will your site address?
  - b) Target Audience: Who is your intended audience? Identify age, gender socioeconomic characteristics, interests, etc.
  - c) Content: What type of content might be included in your site? Will it include any or all of text, graphics and multimedia, responsive design, mobile, tablet and desktop?
  - d) Save the document with the name FinalProjectTopic followed by your first initial and last name for example **FinalProjectTopic\_FLastname**.
3. Submit your documents on the appointed due date to your instructor for “client approval.”

### **Milestone 1: Planning Analysis (Start of Session 9) (10 marks)**

You must have “client approval” for the Project Topic before starting this part.

1. Using word processing software such as Word, and prepare a document with the following sections:
  - a) Website Goal: Write a short paragraph explaining the specific goals of the intended work. What do you want the website to accomplish? How will you determine if it is successful?
  - b) Form: How will you incorporate a web form? What is its purpose?
  - c) Client-side Processing: How you will use JavaScript? What is its purpose?
  - d) Page Titles: List the working title of each page on your website.
  - e) Required information: Research and list where you intend to obtain the content (facts, text, graphics, sounds, videos) for the web pages you listed above.
  - f) Responsive Design: How will you incorporate responsive design and address the needs for viewing via mobile, tablet, and desktop viewing?
  - g) Save the document with the name FinalProject1 followed by your first initial and last name for example **FinalProject1\_FLastname**.
2. Submit your documents on the appointed due date to your instructor for “client approval.”

### **Milestone 2: Site Map (End of Session 10) (7 marks)**

You must have “client approval” for Part One before beginning this part.

1. Site Map: Using a word processor, PowerPoint, or ruler and pencil, draw a flowchart (storyboard) of your website that shows the hierarchy of pages and relationships between the pages.

2. Wireframe: Use a computer graphics application, or pencil, to create a wireframe for a sample page on your website that clearly shows the logo, navigation, content, and footer areas. If you use a graphics application to create a wireframe, save as a .gif or .jpg file.
3. Save or label both documents with the name FinalProject2 followed by your first initial and last name for example **FinalProject2\_FLastname**.
4. Submit your documents on the appointed due date to your instructor for “client approval.”

### **Milestone 3: Update Meetings (end of Session 13) (10 marks)**

You must have “client approval” for Part Two before beginning this part.

1. Complete at least three pages of your website for this update meeting.
2. Unless prior arrangements to meet are made, the Project Update Meetings will be held during class lab time.
3. Bring the following items to discuss and hand in to your instructor on the appointed due date for “client approval”:
  - Your FrontPage web (the source files of your web pages and images)
  - Your mark-up code files of your web pages
  - A sketch of your page(s) that will utilize a table
  - Your site map (revise as needed)
4. Save or label all documents with the name FinalProject3 followed by your first initial and last name for example **FinalProject3\_FLastname**.

### **Milestone: Part Four – Final submission (Session 15)**

You must have “client approval” for Part Three before beginning this part.

1. Complete the remaining pages for your website for this update meeting including multimedia, e-mail, and social media links, responsive design and addressing display in mobile, tablet and desktop devices. They need not be published to the website on the Internet but accessible locally.
2. Unless prior arrangements to meet are made, the Project Update Meetings will be held during class lab time.
3. Bring the following items to discuss and hand in to your instructor on the appointed due date for “client approval”:
  - The source files of your web pages and images
  - Printout of the mark-up code files of your web pages
  - A sketch of your form

- Your site map (revise as needed)
- 4. Save or label documents with the name FinalProject4 followed by your first initial and last name for example **FinalProject4\_FLastname**.
- 5. Draft a short conclusion including how you might improve your website. Save it as **Conclusion\_FLastname** where F is your first initial and Lastname is your last name.

## SUBMISSION INSTRUCTIONS

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Work must be submitted in the correct file type and be properly labelled as per the College naming convention:

NAME\_COURSE\_ASSIGNMENT. E.g. XuXiaLing\_FM50D\_A01.

Your final completed project for submission to your instructor must contain:

Printouts of documents, hand-drawn sketches, etc. including edits.

- FinalProjectTopic\_FLastname
- FinalProject1\_FLastname
- FinalProject2\_FLastname
- FinalProject3\_FLastname
- FinalProject4\_FLastname
- Conclusion\_FLastname
- Printouts of all mark-up and code
- All source files

## GRADING CRITERIA

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Assignment Value: **40%**

The instructor will mark the project based on the printed documents submitted, the techniques demonstrated including an “under-the-hood” tour, and the ability to answer questions on the website posed by classmates and the instructor.

You will be graded on:

Component	Marks
Milestone: Initial Project Topic	<b>3</b>
Website name and purpose clearly stated	1
Target audience clearly described	1
Content described (type text, graphics, media)	1

Milestone 1: Planning Analysis	<b>10</b>
Website name and goal page	2
Titles (seven to 11 titles)	2
Proposed use of form is appropriate and clearly explained	2
Lists at least 4 sources of content (facts, text, graphics, media)	2
Responsive design	
Milestone 2: Site Map	<b>7</b>
Site organization appropriate and usable	2
Lists each web page (7 to 11 pages)	1
Wireframe	
Logo area	1
Navigation area	1
Content area	1
Footer area	1
Milestone 3: Project Update 1	<b>10</b>
Page 1 demonstrates web design best practices, contains content of value to the target audience, and includes the necessary HTML5/CSS elements and responsive design features	2
Page 2 demonstrates web design best practices, contains content of value to the target audience, and includes the necessary HTML5/CSS elements and responsive design features	2
Page 3 demonstrates web design best practices, contains content of value to the target audience, and includes the necessary HTML5/CSS elements and responsive design features	2
HTML validates	2
CSS validates	2

Milestone 4: Final Website	<b>60</b>
Visual elements are appealing to target audience	2
Navigation is easy to use	3
W3C guidelines followed for accessibility	3
Consistent banner	3
Page titles	3
Logo area	3
Graphics and images	3
Multimedia links appropriate	3
Functional E-mail link	2
Social Media links	2
Appropriate and meaningful meta tags applied	3
Appropriate use of tables	3
Appropriate use of lists	2
Form coding includes meaningful element names	3
Form includes server-side processing to send e-mail	3
Basic Client-side processing provided by JavaScript	2
Site incorporates responsive design features	3
Appropriate display on Mobile, tablet and Desktop Viewports	3
Inclusion of appropriate HTML5 Elements	5
HTML for all pages pass validation	3
CSS external file validates	3
Professionalism	<b>10</b>
Conclusion - provides insight into what could be improved	4
All documents submitted as required	1
All documents clearly identified, clean and easy to read	1
Appropriate use of comments throughout code	4
<b>TOTAL</b>	<b>100</b>