

## PROJECT GUIDELINES

### Topic 4: Website Project

Weighting: 20%

Due Date: 25<sup>th</sup> May 2018

#### Your task is to edit and format the given website template

- Demonstrate your understanding of HTML, CSS and JS, by changing the template to suit your given business using your own words, colours, images and video.
- Demonstrate your understanding of your fictional business and its target audience.

#### Required website content

- Images (resized and cropped using Photoshop – exported for web as PNG24)
  - Logo = 225px X 200px (transparent background)
  - 4 generic images = 900px X 400px (slider box)
  - 1 product image = 400px X 640px (background removed and replaced with a solid colour background)
  - 5 product images = 400px X 640px (backgrounds not removed)
  - 4 product images = 400px X 300px (backgrounds not removed)
  - 2 product images = 400px X 250px (backgrounds not removed)
- Short written business description or mission statement
- Captions for slider box images
- Attribution & Copyright details for all product images
- Mobile video of yourself promoting your business (upload to YouTube)
- YouTube embed code for video
- Hex codes for a colour scheme to suit the business

#### Assessment requirements

Students are required to upload their web project folder as a zipped folder to Study Smart.

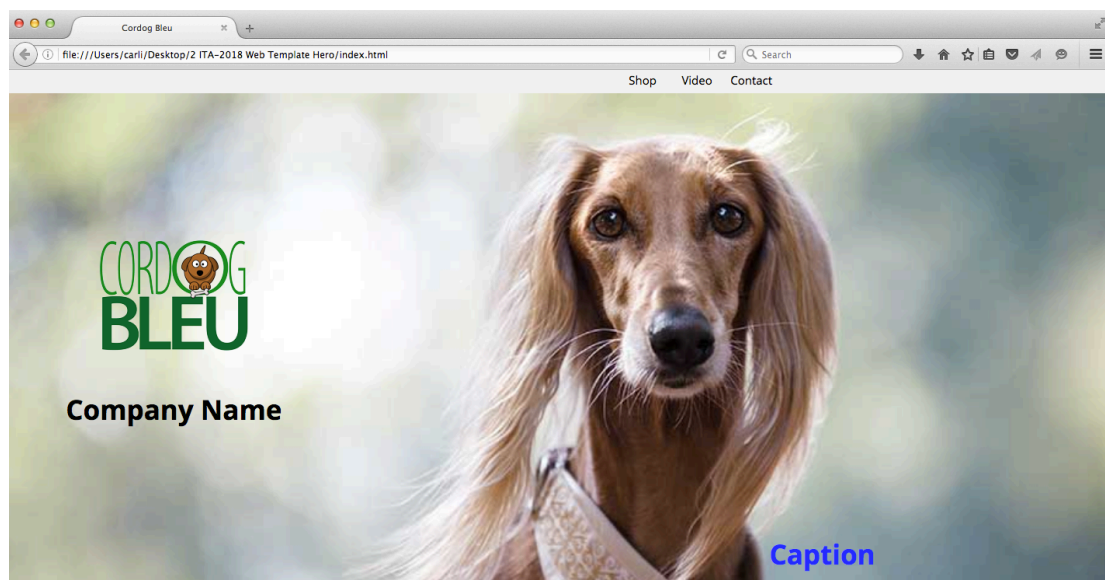
*The link will remain open until 6:00pm, Friday 25 May 2018*

Marking Criteria	Grade
Image editing	5
Browser page tab	0.25
YouTube	0.25
Suitable for given business	5
Alt text	1
Attributions & Copyright	2
Live site	3
CSS	3
JS	0.5

## Follow the guidelines below

- Download the web template folder from Study Smart (found under Topic 4)
  - Unzip the folder
  - Rename the folder using your preferred English name, followed by your student number (no capital letters, no spaces)
  - Store this folder in your student folder (do not leave on the desktop or store on a USB)
  - Move all of your prepared images to the “image folder” located in the template folder (do not delete the images already in that folder)
  - Your images must be captioned using lower case, no spaces
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- REMEMBER: style changes in the **ita.css** file must be made 3 times (beneath each ‘brace’ for each device display)
  - REMEMBER: style changes in the **slider.css** file are only made once
  - REMEMBER “alt” text (description of image) must be written for every image

## Step 1:



### HTML

- Change the browser tab title to your given business name
- Insert your business logo image
- Add your company name
- Insert 4 slider images to generically showcase your business
- Change slider captions to reflect your business

### CSS

- Change to text colour of your company name
- Change the text colour of the slider image captions

## Step 2:

### MISSION STATEMENT

is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release

### HTML

- Change the paragraph text to reflect your business mission statement

### CSS

- Change the web page background colour to suit your business
- Change the "mission statement" heading colour
- Change the paragraph text colour

## Step 3:



### HTML

- Copy and paste the code for the 6 "coloured squares" to create a page with 12 "coloured squares"
- Replace the "coloured squares" with images (cropped to the correct sizes) of your products/services
- Insert the correct `<a href="#">` for product images Attribution and Copyright

#### Step 4:

#### HTML

- Give your video an appropriate title
- Copy and paste the embed code for your YouTube video

#### CSS

- Change the text colour of the video title
- Change the text colour for “Contact Us”
- Change the web page footer background colour