#### **USFP ITA Software for Business**

#### **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)
  - o 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)
  - o 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**

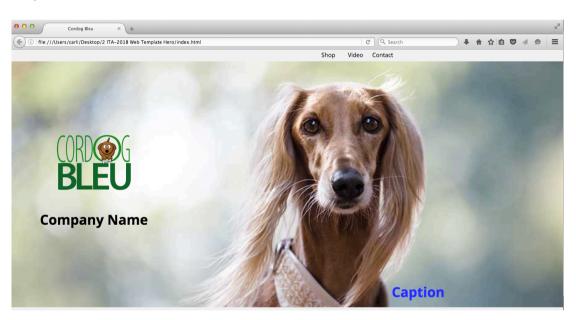
Students are required to upload their web project folder as a zipped folder to Study Smart. *The link will remain open until 6:00pm, Friday 25 May 2018* 

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
- 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

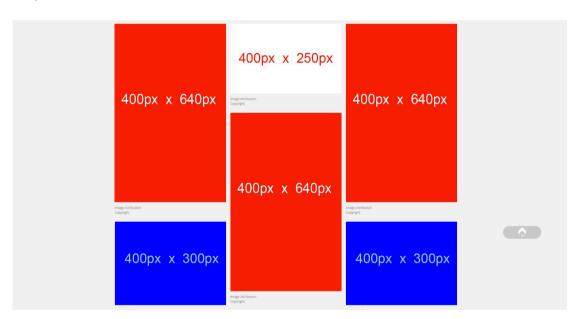
#### HTML

• 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

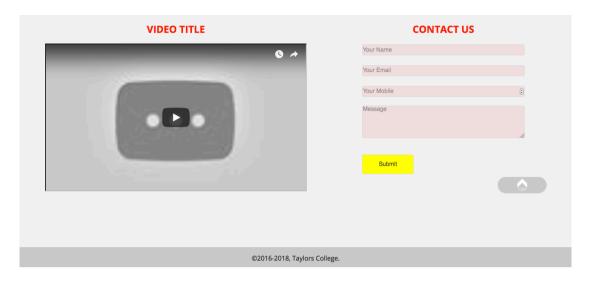
# Step 3:



#### 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