

CST8117 Project 1: Simple Client Website with Constraints

Note you will need to complete this assignment by uploading a zip file containing all the required files onto BrightSpace. These instructions provide the constraints used to mark your project. This project includes a mandatory pitch given to your lab instructor during your scheduled lab class. The due date for this assignment is posted in the description on BrightSpace. Late assignments are penalized -10% each day up to -50%, and after 2 weeks it is no longer eligible for points.

Read all instructions before starting.

This assignment has two deliverables: a proposal pitch delivered in the scheduled lab class and a final deliverable uploaded to BrightSpace. **If at any time you are unsure or are having problems, consult your lab instructor or lecture instructor.**

Part I: Setup of the Project

In this project you will design and build a static small business website for a client that you will make up. This project is intended to give you a good example of your own work for your web design portfolio. This is an individual project and while you can work together to solve coding problems that may arise, you are expected to produce a website that is unique and code that is your own. You will be graded on application of style rules as well as the quality of your code.

There are several deliverables for this project: project pitch, style guide, and completed website.

The project pitch will be given to the lab instructor in a private breakout room during your lab class. A signup schedule will be available after the assignment is posted, and you will be expected to arrive on time as we will have only 4 minutes/person to accommodate all the students in each class. If you cannot pitch in your scheduled lab time you will need to make other arrangements with the lab instructor and priority is given to the students who are assigned to that lab section already. What is expected in the pitch is detailed in **Part II** of these instructions.

As a final deliverable you will submit a style guide document as part of the final zip file submission. This document will detail design decisions that you have made for your client. This document should be created as a .doc, .docx, or .pdf file and

will follow the provided template. The style guide is detailed in **Part III** of these instructions.

You will also deliver a functional version of your website including all images. Please ensure that all web pages work as extracted from the zip file (relative URLs). The website requirements are detailed in **Part IV** of these instructions.

Part II: The Project Pitch

The project pitch is meant to be a quick (no more than 3 minutes) presentation of the website you are proposing to create. Read through all the instructions in this document so that when you propose a website you can imagine meeting all the required conditions.

Style

In the pitch you will briefly tell your lab instructor about the client and the style of website that they will require. For example, if it is a shop that sells comics then the style could be casual based on typical comic book art; or if it is a fancy restaurant the style could be elegant; or if it is a plumbing supply store the style could be clean and organized. The style should evoke something of the client business and will help guide your design decisions. If you cannot express the sense of style in a few words, then you are overthinking the style component.

Examples

In the pitch you should mention 2-3 similar websites that you will use as design inspiration for your own website. When you are building a web site you should look at popular websites with a similar theme or product/style to what you would like to build. You are not going to copy these examples but use them to make sure you have the pages in your site that make sense for the kind of client you are serving. Have the links ready in your pitch. Often when we would pitch ideas to clients we would have stills of popular sites and talk about what we think is helpful for our design as well as how we can make our web site distinct from what is already out there.

Mockup of Landing Page

For this the pitch you should also have a mock-up of the general layout of the

proposed landing page. We would often do this by hand. Do not code this mock-up in HTML, rather throw some elements in a word processor or draw it by hand so that you can say what elements go where in your design.

Part III: The Style Guide



In the more organized development environments, especially in team environments, one of the most important documents is the style (design) and development guide. This is usually a living document, meaning that as the project changes the document is continually updated, usually by the team lead, to reflect the standards to be applied to the project. In the wonderful world of web development, often a style guide is used to detail common elements and ensure that colors and fonts adhere to the corporate branding of the client. It may also be combined with a development guide or programming reference which details coding standards and code base management practices. In our project we will create a simple style guide which can be used to coordinate design choices in the web development process.

Our style guide will be a short document with the following sections, please include a header for each section: Client, Style, Platform, Semantic Design Guide, Website Map. (You can reorder these sections as you see fit.) I am not looking for a large document with this project, two to three pages should suffice. I will detail what is required in each section below.

Client

You will include **a brief description of the client and the type of business that they perform** (or how they wish to do business on the web). In a longer project, this is the section where you can identify contacts regarding client branding concerns. In real projects where client descriptions are provided, that content can be included here to ensure their consistency throughout the website.

Style

In this section you will **describe the kind of feeling or story that your design is meant to convey to the visitor**. If there are notable examples of other businesses on the web that you are drawing on for inspiration this is a good place to mention those as well. This style will be the basis for the design you will implement on your web site.

Platform

In a longer style guide this section is where you would discuss the implementation of responsive layout. Responsive layout establishes the rules as to how a website is displayed on small mobile devices, larger tablets, traditional computer monitors, and large monitors. As we have not covered responsive layout yet in our course we will assume that our client would like to build a website for users on traditional and laptop computers. In this section we will indicate that 1024x768 pixels is the new standard minimum resolution targeted by this webpage. In this section simply include something like the following sentence:

The website will target traditional monitor resolutions of 1024X768 and greater.

Semantic Design Guide

Inside the semantic design guide you **will list all the major semantic elements** (header, nav, main, section, article, footer, etc.) **for your web site**. For each element you will **provide the following information**:

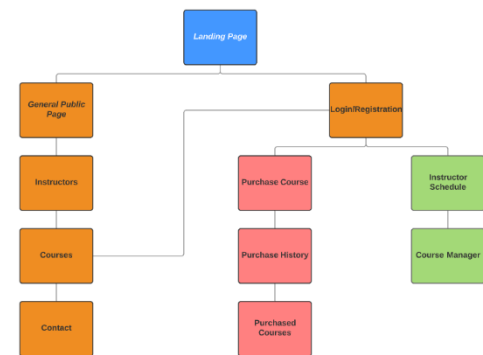
- **The expected use of that semantic element**
- **Names (id=) used for any generic block element containers (<div>)**
- **Font choices used in that element**
- **Colour choices used in that element**
- **Standard images required for element (ie. logos) and their sizes**
- **Layout location for the element**

If you would like to also include a graphical representation showing layout, that is perfectly acceptable. Also note that when you are creating the design of your website it is often a good idea to build the elements, style them with CSS so that they look like they belong, and then record these style choices in this section.

Website Map

Finally, you will **create a website map showing the various pages and using lines to connect them in terms of navigation elements** (hypertext anchors). This map can simply use a box to represent pages and lines to show navigation. The navigation element should link to all major pages on the website and is reflected in the diagram by a link from the landing page to all the major pages. The rest of this standard navigation is implied.

Example Website Map



Part IV: The Website



You will use your HTML and CSS skills to create a front end only full web site for your chosen client in the style that you have proposed. This website must, at a minimum, include the following features:

- A landing page that includes a splash art element (that is something that is visually striking such as a large image that appears only on this page) or a visual clue that you are on the home page for the website.
- A main CSS page that is used to format all the major semantic elements and common elements on each web page.
- In addition to the landing page your web site must include:
 - At least one content page that includes the use of a formatted table (eg. Schedule, food menu, picelist, etc.)
 - At least one content page that includes a working mailto form and client contact information.
 - At least one content page that includes a static gallery (eg. Employee page, graphical index to product page(s), etc.)
 - At least one content page that has links to subpages. (eg. Individual product pages, event pages, etc.)
- Each page will have an appropriate amount of filler text, please use safe random paragraph generators or, for those so inclined, create your own text. What I am expecting to see is enough text and image elements that the design is fully implemented and visible. When you are showing a mockup of a web site to a client they will want to know how the images and text all work together.
- Each page will have a common navigation to the major pages of the web site including the landing page.
- Each page will have a common header and footer.

- Every page will consistently implement the style guide.
- You will demonstrate (identify in style guide) the use of contrast, relational grouping, alignment, and proximity on your web pages.

Part V: Submitting Your Work



When your code is complete, make sure you zip up all the files created in this lab including a copy of all the images that you have used (project1.zip). It is important that you zip up your files rather than uploading them individually because BrightSpace will modify any unzipped web code that you submit. You should have the following files in your zip file:

- **Style Guide Document**
- **All HTML pages (should be working when extracted)**
- **All images in subdirectory**
- **All linked CSS files (minimum of one)**

Upload the zip file to BrightSpace.

Marking Rubric (/30)

Task	Weight
Pitch prepared (client details, style, 2 or more examples)	4
Pitch delivered professionally	1
Style Guide includes all required sections	2
Style Guide lists all major semantic elements	2
Style Guide provides appropriate colour, font, and layout information for each semantic element	5
Web map	1
Main CSS employed and complete	4
Web pages are all linked and employ design from style guide consistently	5
Web pages are all coded in HTML 5 compliant code	1
Web pages demonstrate CRAP design theory	4
All files accounted for in assignment1.zip.	1