

WEBSITE CASE STUDY (CHAPTER 2)

Hands-On Practice

1. Write the HTML for an unordered list to display the days of the week.
2. Write the HTML code for an ordered list that uses roman numerals to write the names of five of your friends. The listing should begin with V, VI, VII, and so on.
3. Think of a favourite quotation by someone you admire. Write the HTML code to display the person's name in a heading and the quotation in a blockquote element.

Website case study

Magda Patel is a veterinarian and owner of the Fish Creek Animal Hospital. Her customers are local pet owners who range from children to senior citizens. Magda would like a website to provide information to her current and potential customers. She has requested a home page, a service page, a page for advice from a veterinarian, and a contact page.

A site map for the Fish Creek Animal Hospital website is shown in Figure 1. The site map describes the architecture of the website, which consists of a "Home" page with three main content pages: "Services", "Ask the Vet," and "Contact."

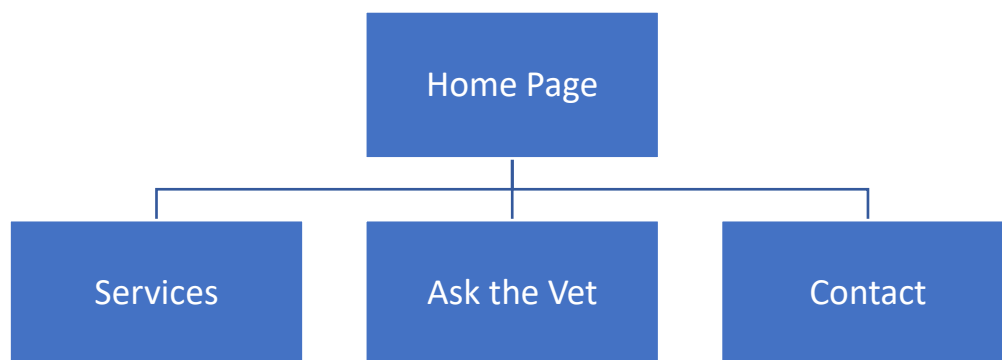


Figure 1 Fish Creek site map

Figure 2 displays a wireframe sketch of the page layout for the website. It contains a header area, a navigation area, a content area, and a footer area for copyright information.

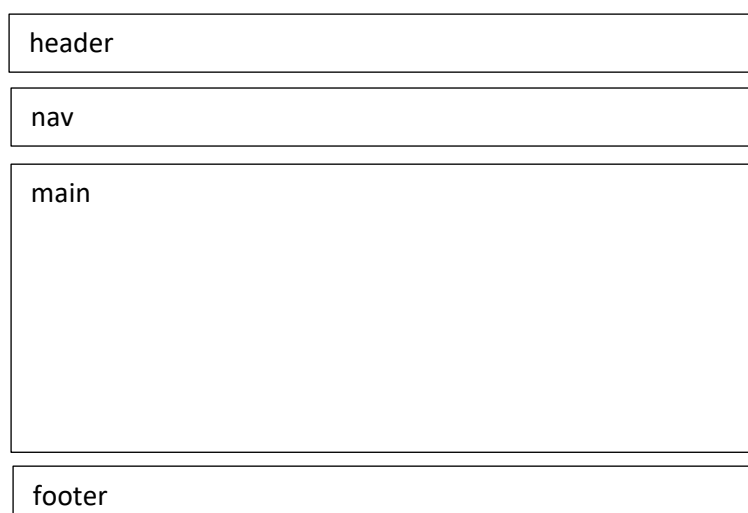


Figure 2 Fish Creek wireframe

You have three tasks in this case study:

1. Create a folder for the Fish Creek website.
2. Create the Home page: index.html
3. Create the Services page: services.html

Task 1: Create a folder called “fishcreek” to contain your Fish Creek website files.

Task 2: The Home Page. You will use a text editor application to create the Home page for the Fish Creek Animal Hospital website. The Home page is shown in Figure 3.

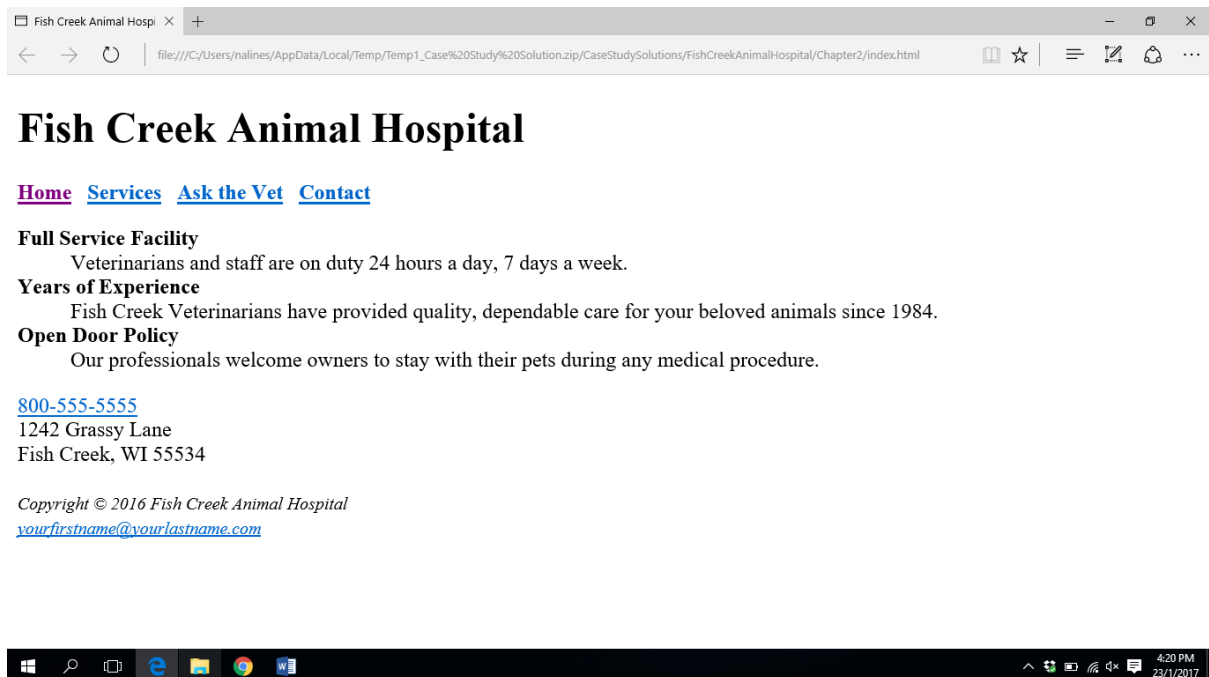


Figure 3 Fish Creek index.html

Launch a text editor, and create a web page with the following specifications:

1. **Web page title.** Use a descriptive page title. The company name is a good choice for a business website.
2. **Wireframe Header.** Code the header element with the text, “Fish Creek Animal Hospital” contained within a heading 1 element.
3. **Wireframe navigation.** Place the following text within a nav element with bold text.

Home Services Ask the Vet Contact

Code anchor tags so that “Home” links to index.html, “Services” links to services.html, “Ask the Vet” links to askver.html, and “Contact” links to contact.html. Add extra blank spaces between the hyperlinks as needed.

4. **Wireframe Main Content.** Code the main page content within a main element.
 - a. Code the following content in a description list. Configure the text in each dt element to have strong importance and display in bold font weight:

Full Service Facility

Veterinarians and staff are on duty 24 hours a day, 7 days a week.

Years of experience

Fish Creek Veterinarians have provided quality, dependable care for your beloved animals since 1984.

Open Door Policy

Our professionals welcome owners to stay with their pets during any medical procedure

- b. Configure the following address and phone number contact information within a div element below the description list. Use line break tags to help you format this area.

1-800-555-5555
1242 Grassy Lane
Fish Creek, WI 55534

5. Wireframe footer. Code the following copyright and e-mail link information within a footer element. Format it with small text size and italics font style.

Copyright © 2017 Fish Creek Animal Hospital

Place your name in an e-mail link on the line under the copyright

Save your page in the fishcreek folder, and name it index.html

Task 3: The Services Page. Create the services page shown in Figure 4. A technique that improves productivity is to create new pages based on existing pages so that you can benefit from your previous work. You may use the index.html page as a starting point.

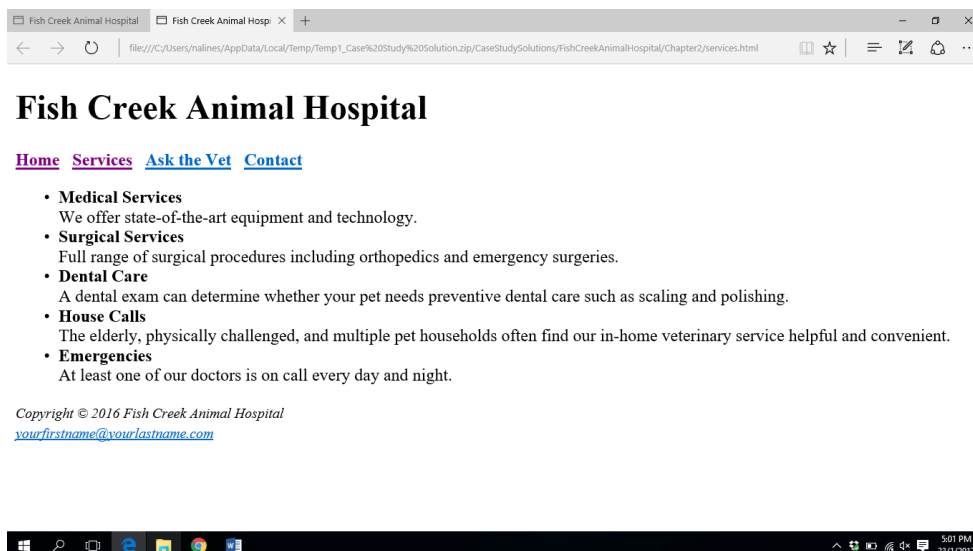


Figure 4 Fish Creek services.html

1. **Web page title.** Change the page title to “Fish Creek Animal Hospital Services”.
2. **Wireframe Main Content.**
 - a. Use an unordered list to add the services content to the page. Configure the name of each services category to use bold font weight and have strong emphasis. Use line break tags to help you configure this area. The service categories and descriptions are as follows:

Medical Services

We offer state-of art equipment and technology

Surgical Services

Full range of surgical procedures including orthopaedics and emergency surgeries.

Dental care

A dental exam can determine whether your pet needs preventive dental care such as scaling and polishing

House Calls

The elderly, physically challenged, and multiple pet households often find our in-home veterinary service helpful and convenient.

Emergencies

At least one of our doctors is on call every day and night.

Save your page and test it in browser.