**Student project for IS 117**

The project that follows asks you to create a small website of your own using Bootstrap.

Your IS117 semester project is divided into four parts. The first three parts of the project is worth 5% of your total grade. The final part of the project is worth 10% of your total grade. The entire project is therefore worth 25% of your grade. If you miss one part of the project and are perfect with all of your other work, you cannot earn more than a 90 or 95 in this class. Make sure your work is complete and submitted on time.

Your semester project is on a topic of your choosing. Some students have selected projects on a topic that they enjoy as a hobby. For instance some have developed sites on expensive cars or on a genre of music they enjoy. Many have taken this project as an opportunity to create a showcase and mini-online resume about themselves. This provides a base that can be shown to prospective employees for part-time or full-time jobs. The project topic is up to you as long as it is not in accordance with NJIT guidelines and the instructor’s sole discretion. The instructor may reject a topic for any reason without recourse.

**Part 1. Define the goals, the audience, page topics, and a call to action**

In approximately one page, write about why you are building this site, who your audience is, and what they should do with the information they get from your site. You should have at least one paragraph with 3 to 4 sentences each for these three areas.

1. **GOAL**. Decide on a goal for a website. To do this, ask yourself the question, what am I trying to achieve? If you are creating a personal website, then you have a goal of landing a job in a specific industry. The industry you are targeting should be part of your goal. For example, my goal as an undergrad was to obtain a job as a chemical engineer with a major oil company. I worked for Exxon Chemical for eight years. Goal accomplished.

If you are creating a site regarding a hobby, you might have a goal to create traffic of 300 visitors per day to educate them regarding the differences in car companies such as Ford, General Motors, Fiat Chrysler, or Tesla. The main thing is that you decide what you hope to achieve for this site.

1. **AUDIENCE.** Decide who the audience should be. What will be the pages that will target this audience? How you write your content will either entice or drive away prospective visitors to your site. When determining this part of the assignment, ask yourself what is the target demographic. What is their:

* Age
* Gender
* Education level
* Income / net worth
* Set of business contacts
* Profession

1. **TOPICS.** What are the topics that will be covered in your website? Tell me about the content.
2. **ACTION.** Lastly, what is the call to action? What do you want a visitor to do once they visit your site. For non-profit organizations, you may wish them to make a charitable donation. For a personal site, you may wish them to contact you with a job offer. If you are educating them, you may wish them to subscribe to a newsletter to receive updates. Make it clear what a person should do.

For full credit you must include:

* State the Website Goal
* State who your audience is. Who do you want to read this website?

Be specific. “Everyone” is not a target audience.

* State the specific topics of your pages.
* Determine your call to action.
* Use proper grammar and spelling

**Part 2. Develop the site map**

In this part you will commit to the number of pages that you will create during part 4. Create a diagram with the page hierarchy. Some choices for creating the diagram are Visio, PowerPoint, online services such as Gliffy.com. If you use a trial subscription to a service such as Gliffy, you MUST make a screen capture of your final diagram and submit that screen capture. For full credit you must include:

* Must have at least one submenu to show 2 tier navigation.
* Need contact form as discussed in class.

No not list the fields.

* Show the hierarchy of your pages with the Home page at the top of the hierarchy. Name each sub-page as you will name them in your site.
* Include only one navigation bar.
* Include a listing of each file name and a sentence or two on what its purpose.
* Do not cross connect the pages. Your navigation will be on each page, so you will be able to go to each page from any of the other pages.
* Use proper grammar and spelling.
* Submit the Visio, Powerpoint, or a screen capture of an online diagram.
* Submit a Word document with a one or two sentence explanation of each page in the diagram.

**Part 3. Wireframe the critical pages**

In this part you will show the layout of your pages. At minimum you will have a different template for the Homepage, your interior pages, and your contact page. Create a mockup of what you will have on your pages.

For full credit you must include:

* Need details of the navigation bar to show pages that you will build
* Must have at least one submenu to show 2 tier navigation
* Need contact form as discussed in class
* Need a footer with at least copyright, terms of service, and privacy statement notices.
* Must show contact form page in menu
* Submit the Visio, Powerpoint, Gimp/Adobe file, or a screen capture of your online diagram using a service such as Axure.

**Part 4. Build the actual pages**

In this part you will actually build the pages. The code will be put into GIT and use Github pages to display

For full credit you must include:

* All pages committed in P2 are actually built.
* Footer spans site with copyright, Terms of service, etc.
* Homepage uses a different style than interior pages
* Be responsive. The images and text must change size as the viewport size changes.
* Use Media Queries to determine when to adapt to screen size changes. You only have to adapt to one size change. It is not necessary to adapt for a tablet and a mobile device. Adapt for the smaller sized mobile device.
* **Uses Bootstrap to implement the layout.**
* **Use Cards on your homepage.**
* Basic Menu bar is used on all pages.
* Dropdown navigation used
* Responsive menu must activate. At the narrower viewport size, the Bootstrap mobile navigation must become visible. If you have implemented Bootstrap correctly this menu will appear automatically.
* Contact form is built using several fields and a submit button. The submit button does not actually have to work.
* Content written using proper grammar and spelling. The beginning of the each page must have at least one paragraph of your original written content. For spacing after that first paragraph, Lorem Ipsum may be used.
* Float is used to wrap content around images.
* All links work on all pages. Links to pages outside of the site open in separate tab.
* Use lists to help your content to be more readable.
* Images are used properly and are responsive. Images that are part of the content message use Alt tags for the visually impaired.
* Proper use of spacing of margins, borders, and padding. No content should leak over any border.
* Font size is readable. Should be at least .75 em.
* Must be visually appealing with good color-background-contrast. Dark text on a light background is easiest to read.
* Website Logo returns all pages to home page.
* Submit the Github pages link to your site to Canvas.
* Submit the HTML, CSS, and Javascript files that you created to Github.
* Submit the GIT repository link to Canvas.
* Have a proper header on each submitted HTML and CSS files that you create. You do not have to submit the Bootstrap libraries.   
  For example:

In the HTML files:

<!-- DEVELOPER: your name here, IS117-xxx, Fall 2018 ->

In the CSS files that you develop:

/\*DEVELOPER: your name here, IS117-xxx, Semester, Year \*/

For example:

/\* DEVELOPER Art Hendela, IS117-004, Spring 2018 \*/

# Specifications for the project

* See submission link