# CS 175: Web Design
# Final Project

## Introduction

*Web Design* introduces Web concepts and teaches the creation of Web sites. The hands-on course is designed for learning through doing. The goal of the Final Project is to teach the student how to manage the design and creation of Web sites individually or as a team. Therefore, the Final Project can be completed individually or as a team project. In either case, the project should be a real world project. This document provides guidance to the requirements of the Final Project.

## Analysis Guide

Think in the following terms:

1. *Purpose and goals of your project.* Think in general terms what is the nature, purpose, and function of the site you will design. What do you hope the finished site to accomplish? Who will be the users and maintainers of this site? How are you going to attract intended visitors to the site? What impressions, services, uses, functions, and feelings are you going to create for a site visitor: new visitor and repeated visitor?
2. *Technical Problems.* What techniques do you foresee using with your site design that will enhance the usefulness/look and feel of your site. If you are redesigning an existing site: search the Internet for software to run a diagnostic on the entire site and analyze the site for problems. There is software that follows every link and look for things like: broken links, height and width tags for graphics, version of HTML specification, illegal tags, and forms that do not work. These software run this diagnostic fairly quickly, otherwise it may take hours. If you do not have access to any such software, you will have to do this, as best as you can, manually.
3. *Architecture and Organization.* What is your proposed site architecture and organization (generally and in big-picture terms)? If you are redesigning an existing site: Does the information make sense? Is it logical? What kind of information is the viewer looking for on the site and is it there? When you click on a section, does it take you to where you think you should go? Does the copy make sense? Does the copy need to be edited? Does information need to be added in order to make sense? Bring copy editing problems to client's attention. You MAY attempt to do this yourself, if you feel that you are qualified. The site may have outgrown itself-- it grew too big for its structure. You may have to reorganize the entire structure. What ideas in architecture and organization would you propose to include for the new/improved site? What functionalities would you add to the site?
4. *Design/Aesthetics.* How are you going to make the site attractive? Do you have a theme in mind? If you are redesigning an existing site: If the site is "unattractive" in your opinion, change it. Consider the audience and the "image" that the client may want to project. Resist the temptation to create gratuitous animation that makes no difference or may not be appropriate.

## Project Milestones

- Within the first week of the course, you should clearly identify the *project definition* (what site to build) and the *project requirements* (what exactly will the site do for the client).
- By the end of Week 2, you should complete the *site architecture* (site map outline completed, flow chart and rough thumbnail designs for: homepage, major sections and sub-sections for the site completed). You should also decide whether the project will be individual or it will be a team

project. If it is a team project, you should clearly identify: *team organization and task division* (who will do what).

- By the end of Week 3, submit Project Milestone 1.
- By the end of Week 4, banners and constants should be in place. System for navigation is roughly designed. Any major problems need to be addressed now.
- By the end of Week 5, your site must basically be as close to a fully functional site as possible. All needs to be done before submitting your final project is some fine tuning.
- By the end of Week 6, submit Project Milestone 2.
- By the end of Week 7, submit your project for grading.

## Guide for Team Operations

The team project is an important part of this course not only because everyone gets to participate in a realistic Web design project but also because you will get the chance to learn how to work within a team and get things done also as a team. This experience will be valuable in a commercial company setting.

Dealing with problems, frustrations as well as planning for success is a normal part of working in a team setting. You are expected to make every attempt to govern your team's progress throughout the semester. However, if you need assistance in resolving problems, please let me know as soon as possible. Here are some points to guide you so your team will work smoothly:

- The team should meet early and first decide how/when the team will meet and conduct business. It is suggested that the team meets at least once a week.
- It is important for the team to divide up the duties clearly and set realistic deadlines for subtasks. Everyone must pull his/her own weight. The team should decide early on how to deal with team members who are lagging behind.

## Project Requirements

The Final Project is an important part of this course not only because it is worth 23% of your total grade but also because everyone gets to participate in a realistic Web design project. Therefore, your Final Project must meet the following requirements:

1. The project must be a real world project. No generic projects will be accepted.
2. A team project consists of 10-12 web pages. An individual project consists of 4-6 pages.
3. Each project must have a coherent and well-defined structure (linear, hierarchical, or mixed).
4. Each project should contain as much of the following HTML constructs as possible:
    - Basics: paragraphs, divisions, bloackquotes, headings, and horizontal rules.
    - Formatted text: boldface, italics, underlined, and one use of the *address* element.
    - Lists: ordered, unordered, and definition lists with a minimum of one (1) nested list.
    - Images: inline images and a minimum of one image map.
    - Links: links within the same document, links to other documents within the website, and links to external websites.
    - Cascading Style Sheets: a minimum of one inline style, one embedded style sheet, and one external style sheet.
    - Web Tables: at least one table formatted using HTML attributes and at least one table formatted using style sheets.

- Web Forms: at least one Web form. The form must contain a minimum of four (4) different control elements.
- Java Scripts: the use of at least one Javascript is optional but strongly recommended.

## Final Project Evaluation

The Final Project is a major part of this course and will be worth 23% of your total grade for this course. Each project will be graded by the instructor and will be evaluated according to the following guidelines.

1. *Technical* - Correct HTML5; Separation of structure; Presentation; All links work; Download speed; Appearance on different platforms and under different browsers; and Easy to upgrade and maintain. (3 Points)
2. *Organization* - Does the information make sense? Is the information architecture logical? Innovative? What kind of information is the viewer looking for on the site and is it there? When you click on a section does is take you to where you think you should go? Are there spelling, grammar errors? Does information need to be added in order to make sense? (2 Points)
3. *Design/Aesthetics* - Concept/idea; Unity/diversity/balance; Any forms must be designed to fit into the site; Permutations from page to page are interesting; Achieving requirements and objectives; Consistency; Color, type, layout used effectively; and Overall impression. (2 Points)