Submission 01
Choosing Your Business and Developing Its "Shell" Website

Submission Description

In this first submission your job is to choose a business and begin the development of its website. The business may be real or imaginary, but in either case it must be a business that does not yet have a website, and your task will be to develop a website for the business "from scratch", so it must not be a copy of any other pre-existing website, though features of our sample website may be used as the basis for the analogous features in your own. Eventually the website that you develop will have an e-store as part of the site, and allow visitors to choose and "buy" products on-line. For the moment, however, your immediate task is to produce a "shell" website home page analogous to version 1 of the Amazing Stuff website's home page.

This means that your website's home page must have the following features:

- A business related logo at the top left.

- A welcome message at the top right (just the single word **Welcome** is OK for now), and immediately underneath that message a (currently inactive) **Log in** button, and underneath this button a quotation (possibly, but not necessarily, business related). For the moment this is just a single static quotation, with attribution (i.e., the name of the author or source of the quotation, even if that is "Anonymous" or "Unknown"). The wording surrounding the quote must be the same, however, since the quote is placed in a "template", as you will see later.

- Next comes a menu bar, with dropdown options. The menu options must be the same as in the example, including the dropdown options, with one exception. This one exception is the **Events** option, which should be replaced by a menu item more specific to your particular business, with dropdown options that are also more specific to your business. Note that all the links that have not yet been activated on the example site must behave the same way on your site (including both the popup behavior, and the behavior if the link is actually clicked). These currently inactive links will, of course, eventually become active as your website develops.

- A single business-related image in the lower right corner which must be the image of a product or a product-related image relevant to your business.

- The main content part of the page must provide a general overview/introduction to your business.

- The footer must contain a copyright notice with the name of your business, the version number of the website, and your name. This is the only place on your website that your name will appear, for purposes of identification for the marker and instructor. Only your name should be in that position, **not** your A-number, or account number, or any other course-specific information.

In addition to the above requirements ...

- The main content of the other pages of your website (those in the pages subdirectory) that are active for this submission must provide a reasonable amount of content as appropriate for the given topic of the page in question.

- Your website pages must use a different color scheme from that used by the Amazing Stuff web pages.

- You must identify the parts that are common to all of the pages on your website, place those common parts in separate files, and include them, using PHP, in each location where they must appear. For consistency, use the same file names and extensions used in the sample website.

- Your entire website (all pages) must exhibit adherence to the typical "mobile first" development approach, in that each page must resize appropriately when reduced to tablet or smartphone size. In other words, your website must be "responsive".
  This requirement will also continue for each submission from here on, but this reminder will not. `

- All of your web pages must validate as HTML5 and CSS3. In the case of CSS3 the validation process may (and likely will) show errors because of vendor prefixes (for example). This is OK, but the validation should not show any errors caused by misuse of standard CSS3 features.
  These requirements will also continue for each submission from here on, but this reminder will not.

- Make sure that your source files are formatted well, and free from grammatical and spelling errors.
  These requirements will also continue for each submission from here on, but this reminder will not.

Note that the Amazing Stuff website has been styled using CSS from the W3.CSS framework, which is available from the W3Schools website, and it is highly recommended that you style your website using this framework as well. This has several advantages: First, the framework is quite powerful and versatile, and can be linked to directly from any of your pages. Second, the W3Schools site allows you to experiment with the various features in a way that most other sites do not. However it is achieved, the first version of your website must "parallel" the look-and-feel, and the behavior, of version 1 of the Amazing Stuff website.

Required File(s)

Your website must contain the following files and subdirectories (note that some specific names for certain files are required, other file names you get to choose):

- You must have a file named `my_business.php` (**not** `index.php`) to act as your index file (that is, your home page), and thus it must appear in the document root of your website.

- You must have a subdirectory named `images` containing your logo image, and a further subdirectory of the `images` subdirectory named `products` (that is, `images/products`), which is where you will put just the single (for the moment) product or product-related image.
  This `products` subdirectory will later contain all of your product images.

- You must have a subdirectory named `common` containing the files whose contents are the "logical chunks" of markup that are common to all of your pages, and that will be included via PHP in each of your pages. Check the `common` subdirectory of version 1 of Amazing Stuff and note the files located there. The "logical chunks" of the Amazing Stuff website would be analogous to the logical chunks of your own website, and the names are suggestive of the file contents. For simplicity and consistency, and to keep the marker sane, use the same names.

- You must have a subdirectory named `css` containing the file `my_css.css`, into which you can place any specific CSS styles that you wish to use and that are not available from W3.CSS.

- You must have a subdirectory named `pages` containing all the page files of your website except for your home page (i.e., except for your `my_business.php`, which serves as what would normally be your `index.php` file). The files in your `pages` subdirectory must have the same names as the files in the `pages` subdirectory of the sample website, except for those files beginning with "events_". Instead of those files your `pages` will contain whatever files you need for your business-specific pages.

- You must have a file called `readme.txt` containing either a statement that your site is complete and functions according to the requirements, or a summary list of things that you have not

managed to complete and/or get working. This is for the convenience of the marker, and must provide an indication of what problems, if any, to expect when your site is being viewed and evaluated. This file must be placed in the root directory of your website. This file is also the place where you tell the marker if your website departs in any significant way from what the marker is expecting to see, as described in the above specifications.

File Placement for Submission

Your `submission01` subdirectory must be the document root of your website, so all your files and subdirectories must be placed there, according to the structure outlined above.

Always make sure, this week and from now on, that there is nothing in any of your `submission??` directories but the directories and files required for that submission. Having extraneous files lurking about will tend to confuse and annoy whoever is evaluating your site, and may ultimately cost you points in the evaluation. If there is, in fact, any subdirectory or file that you feel might be regarded as "extraneous" but you feel needs to be there, then it and its purpose should be described (briefly) in the relevant `readme.txt`.

Best Practice

Develop your required subdirectories and files directly on the Linux server, in the directory `submissions/01`, and when you're finished, simply **copy** the final required subdirectories and files (and nothing else) to `submissions/submission01`, and finally (of course) check to make sure everything is still working in the new location.

Submission 01 Checklist

Files and directories

1. Are there `readme.txt` and `my_business.php` files in the home directory?
2. Are there `common`, `css`, `images`, `images/products`, and `pages` subdirectories with the appropriate files in each?

Home page appearance

1. Is color scheme OK?
2. Are business logo, Welcome message, Log in button, and quote OK?
3. Are menu bar and menu items OK?
4. Are header and descriptive material adequate, relevant, and grammatical-and-spelling-error-free?
5. Are business-related image and label OK?
6. Does footer contain business name and version number, copyright notice, and student name as "business owner"?

Home page functionality: active and inactive links

1. Are there sufficient appropriate links in the dropdowns under the menu bar items?
2. Do all inactive links have the "inactive popup" and go to a "sorry page"?

Other pages

1. Do active links go to pages with appropriate content and the same header and footer?
2. Is there an appropriate "e-store Options" page? [Think of this a "future proofing" prep for e-store implementation.]

3. Is Site Map OK, including all of its links?

4. Are business specific links and pages OK?

Look and feel, responsiveness and validation

1. Do all pages exhibit the same "look and feel", and behave "responsively"?

2. Do all pages validate against HTML5 and CSS3?

Behind the scenes

1. Is PHP used to access common page elements?

2. Are all files well formatted?

Final questions

1. Are all web pages free of spelling and grammatical errors?

2. Did `readme.txt` adequately describe state of the website?