Elementary Education Website

Capstone Web Design Project

# Task:

You have been contracted by an elementary school to create a visually stimulating website for 3-5th grade students. The website should provide educational content on an academic topic of interest to students in this age group. Think about topics in science, social studies, English or math. Please make sure to get approval for your topic from Ms. Morrison.

# Requirements:

1. Your website should include text information about your topic written in simple language that is appropriate for elementary school students. DO NOT COPY/PASTE from another site!
2. Your site should include some step-by-step directions, instructions, etc. using a bullet or numeric list.
3. There should be several images included with the text that ENHANCE the student’s understanding of the concept. All images should be appropriate, relevant, and you should cite your source in a comment within your HTML code. All images must have alt text attribute.

Example: <!--cell diagram: https://www.celldiagramsarecool.com-->

1. Include at least 1 embedded video on the topic. The video should be short and appropriate for your audience. You can embed a Youtube video (easiest) or insert a video from a file. Include at least 5 quiz questions students should answer about the video.
2. You will need to brand your website: come up with a name for your web design company, use online tools to create a logo/trademark.
3. Include a footer on each page (same on every page) that includes your company name, company email link, and any other contact information. (this does not need to be a functional email address)
4. Have navigation links to all pages.
5. Include at least 5 hyperlinks to external sites (fully qualified links) that work and are appropriate for your site. At least one of these links should be an image.
6. Site should have at least 4 pages: homepage, content page, video page, links page. (templates provided)

# Grading Rubric:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Topic | 30 | 20 | 10 | 0 |
| Content | Site includes ample appropriate content, step-by-step directions and is written at an elementary level | Site includes appropriate content, may be written at too high/low a level, or missing step-by-step directions. | Site includes appropriate content, but is written at too high/low a level and missing step-by-step directions. | Content is copied from another site. Inappropriate content/topic. |
| Images | Relevant images are included, aesthetically placed on the site, enhance understanding and are cited properly, alt text used for all images. | Relevant images are included but are placed poorly, images are cited properly, alt text is included for most images. | Images are not relevant, or only 1, and placed poorly. Images are cited properly, missing alt text. | Images not cited, images not used. |
| Video | Multiple appropriate videos are embedded, included alt text, and have headings/captions for context. The videos have at least 5 quiz questions each. | One appropriate video is embedded and is used properly in the site. The video has at least 5 question. | A video is embedded, but it is not done properly or the video is not on topic, or fewer than 5 quiz questions. | No video is embedded. |
| Branding | Student has developed creative branding, including logo design, slogan, etc. and information is present in the footer of each page. | Student has developed a company name and logo. It is present in the footer of each page. | Student did not create a logo or branding is missing from the footer. | No logo/branding and no footer is present. |
| Links and Navigation | Student has 5+ quality links (at least one image link) that are appropriate for the topic. All pages have navigation links that are easy to find and use. | Student has 5 links (at least one image link) and some navigation from each page. Navigation may have some dead-ends or require back tracking. | Student has less than 5 links or is missing the image link. Some navigation is present, but not complete. | Missing external links and missing navigation. |
| Pages | Student has 4 required pages. Student may have additional pages not required. | Student has 3/4 required pages. | Student has 2/4 required pages. | Student has 1/4 required pages. |

Overall look and feel= 20 points.

Total Possible Points 200