# Project Web Development & Design

## Project Goal

In this project, you will design and develop a professional website in 9 weeks. You will work in a team and go through multiple phases: analyzing, designing, testing, and developing. The result is a complete website that meets the requirements of the client.  
  
At the start, you will receive:  
- A written project description from the client.  
- A brand book that defines the style and visual identity of the website.

## Project Structure

The project consists of three iterations, in which you gradually design and develop the website:  
  
1. Iteration 1 – First design and implementation based on the initial project description.  
2. Iteration 2 – Improved design and implementation based on a modification of the project description that will be shared during the project.  
3. Iteration 3 – Improved design and implementation based on the results of a usability test.  
  
Each iteration must be delivered both in Figma and in HTML, CSS, and PHP, according to the knowledge you have at that time.  
  
After these iterations, one design per group will be selected, which will form the basis for the final group website implementation.

## Deliverables

* Analysis Board in Figma

A visual board in which you collect inspiration, comparable websites, and user needs. This serves as the foundation for your design choices.

* Design Iterations 1, 2, and 3

Three versions of your design in Figma. Each iteration must also be implemented in HTML, CSS, and PHP. Iterations build on feedback, project adjustments, or test results.

* Advisory Meeting (with minutes)

A meeting in which you explain and justify your design choices. This can take place in week 2, 3, 4, or 5, and must cover one of your design iterations. Proof is provided in the form of minutes summarizing the advice you gave.

* Usability Test

Each group performs a usability test in week 4. The results are processed individually in your own design (iteration 3).

* Design Selection

In week 5, one design per group will be selected. This design serves as the basis for the final group implementation.

* Website Implementation

From week 5 onward, you will work as a group to develop the website in HTML, CSS, and PHP. Version control is done in Git (code) and Figma (design history). The scope of the website will be tailored to your group's capabilities. Several peer code reviews will take place during the implementation phase.

* Final Presentation & Final Product

In week 9, your group will present the website and demonstrate how it fulfills the project requirements and user needs. This is the conclusion of the project.

## Planning (9 weeks)

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| Week | Activity / Deliverable |
| Week 1 | Project kickoff, introduction to the assignment and brand book. Start working on the analysis board in Figma. |
| Week 2 | Complete analysis board and formative discussion. |
| Week 2–5 | Design Iterations 1, 2, and 3 – designs and implementations in Figma, HTML, CSS, and PHP. |
| Week 2–5 | Opportunity for advisory meeting – about iteration 1, 2, or 3. |
| Week 4 | Conduct usability test. Use results as input for iteration 3. |
| Week 5 | Design selection: one design chosen per group. Start group implementation + peer code review 1. |
| Week 6 | Implementation progress. Peer code review 2. |
| Week 7 | Implementation progress. Peer code review 3. |
| Week 8 | Finalize implementation. Peer code review 4. |
| Week 9 | Deliver and present final product. |

## Guidance

- Studios (4 per week): three supervised sessions and one unsupervised session. In supervised sessions, you receive feedback, guidance, and progress discussions. The unsupervised studio is a mandatory working moment where you work independently on your modules, project, or courses. Teachers are not present but are available for questions or help outside this session.  
- Progress Meetings: held regularly during studio sessions to discuss your progress and address questions.  
- Teachers: two teachers are available to guide and support you throughout the project.  
- Workshops: during the project, several workshops will be offered to help you acquire the knowledge and skills needed to complete the deliverables.

## Assessment

- At the end of the project, you must submit a portfolio containing all your deliverables.  
- Assessment will be based on a scoring rubric, available in the module book.  
- All deliverables will be assessed individually, even when produced as part of a group.  
- Evaluation criteria include:  
 • The completeness of your deliverables.  
 • The extent to which you demonstrate the required competences.  
 • The quality and consistency of your work in relation to the project requirements and professional standards.

## Tools

- Figma → design work, analysis board, and iterations.  
- Git (GitHub) → version control for code.  
- HTML, CSS, PHP → implementation of the website.