Portfolio Phase 2:

For the purposes of this exercise assume your target audience is an employer at a company you wish to work for, or a university with a program of study that you want to apply to. You want to impress your audience with your skills!

Return to your site from phase one, using good Design Principles as you work, do the following:
- add visual effects (at least 4 of the following 5: box and text shadowing, gradients, radii and opacity), image map(s), a favicon, pseudoclasses and any other features you have learnt since Sheet #6. But keep your site professional! Only add features that will enhance your pages.
- add a new page. To this page add screenshots (as thumbnails) of pages you have developed for this class so far and have already uploaded to the hosting site. It is expected that you will add other projects you have done so far in your portfolio. Add some text describing the skills you used for different projects on these pages. Remember you are showcasing your work for a prospective employer or school. Use the screenshots as links to the actual pages. Add a link to your navigation area so that this new page can be found.
- update previous content as necessary. Make any other adjustments to the pages that you feel are needed. Add more content, restructure your page layouts, change your colour scheme, etc. in order to give your viewers a good user experience. Remember to update your page that you used previously to describe your choices if changes are being made.
- Convert/modify as much of your CSS as possible (in a responsive way). You should be using an external stylesheet since you have multiple pages now using the same styling. Create ids and classes to improve the efficiency of your code. You will need to connect your single external CSS file to each of your HTML pages.
- place all your images into a folder in order to keep the file structure cleaner. Don't forget to update your "src" attributes so that the images will still display properly.

Now that you know more about web design principles and techniques, do the following:
- search the web for page designs that you like. Record the address of at least 2.
- search the web for page designs that you don't like. Record the address of at least 1.
- add a new page to your site to showcase the sites that you found that you liked and disliked. Provide the name of the company/organization, the web address, a screenshot of the site's page, and the reasons why you liked or disliked the design.
- add a link in your navigation area to this page.

Don't forget to proofread your text and validate your pages before continuing. Your target audience does not want to see any errors!

Publish your site! Upload your Portfolio files. Remember to check all the links and images on all the pages to make sure nothing has broken due to the upload process.

Add a link, and description, to the "index.html" page in public_html in order to be able to see the Portfolio pages.

Use the provided rubric (see below) to verify that you have fulfilled the requirements of this assignment, then zip all the Portfolio files into 1 folder and MIO it and your site URL to your instructor. (10 marks)

Rubric for Portfolio Phase #2

	0	1	2	3
Content / Language	No new content was added to the web site.	Some new content was included but there were many errors in grammar, punctuation and spelling which interfered with the meaning of the content. Descriptions of skills used were not included.	New content was added. Errors in grammar, punctuation and spelling were noticeable, but did not interfere with the meaning of the content. Descriptions of skills were not complete.	All the required new content added to the site. No errors in grammar, punctuation and spelling. Descriptions of skills were complete and clear.
Navigation (HTML)	Navigation not updated.	Navigation was updated but links did not work.	Navigation was updated but some links were broken.	Navigation was updated and all links were working.
Graphic Elements (HTML)	No thumbnails/screenshots were added. No favicon was added. Images were not stored in a separate folder.	Thumbnails/screenshots were added. Favicon was added but did not reflect the page content. Images were not stored in a separate folder.	Thumbnails/screenshots were added. Favicon was added and reflected the page content. Images were stored in a separate folder.	Thumbnails/screenshots were added. Favicon was added and reflected the portfolio content. Images were stored in a separate folder.
Visual Effects (CSS)	No visual effects were used.	Visual effects were used as "add-ons", not as element of design.	Visual effects enhanced the design of the pages but not all types were used (shadows, gradients, radii, opacity).	At least 4 (of 5) visual effects were used in imaginative and effective ways.
Pseudoclasses (CSS)	No pseudoclasses were used.	Only 1 pseudoclass was used on links,	Pseudoclasses were used on links but not consistently.	Pseudoclasses were used effectively and consistently on links to improve their interactivity.
Links (HTML)	No thumbnail links or image maps were added.	Thumbnail links and image map hot spots were not working.	Thumbnails links and/or image map hot spots were not working.	Thumbnails links and image map hot spots all worked correctly.
Style Sheets (CSS)	No new CSS was used.	No external stylesheet used and there were many overlapping/colliding rules. No classes or ids were created/applied.	2 styling methods used, external being the main stylesheet, but inline or embedded styles were not minimized. Only a few classes and ids were created/applied.	3 styling methods were used, external being the main stylesheet, with minimal inline and embedded used. Classes and id were created and applied correctly
Layout (CSS)	The site does not use CSS rules to layout pages.	The site used some CSS rules to layout the pages, but layout was "busy" or unimaginative.	The site used many CSS rules to control the layout.	The site used CSS to effectively layout the pages and the content was distributed in a way that enhanced the message.
Validation (HTML and CSS)	The HTML5 and CSS3 code would not run through the validators.	The HTML5 and/or CSS3 code had many errors when validated.	The HTML5 and/or CSS3 still had a few errors when validated.	The HTML5 and CSS3 had no errors when validated.
Hosting/Search Engine Optimization	Portfolio pages were not hosted on 000webhost.com. No SEO techniques applied.	Portfolio pages were hosted on 000webhost.com, but Index page would not appear. No SEO techniques applied.	Portfolio pages were hosted on 000webhost.com, Index page appeared but not all the other pages. SEO techniques were applied -	Portfolio pages were hosted on 000webhost.com, and all pages appeared as expected. SEO techniques were applied - excellent selection of