Project

CSC 3750 – Winter 2017

Possible Points: 250 Points

Instructor: Khayyam Hashmi

**Purpose:** To design and develop a web site using recommended design practices. Your web site will contain a home page and at least six content pages. You are required to create an external style sheet (.css file) that configures text, color, and page layout. (No font tags, embedded CSS, or inline CSS may be used.)

The content pages will include at least:

* One page containing a form with at least three elements (place a form content in an e-mail message)
* A JavaScript alert to one of the pages so that when it loads, an alert appears and when they leave the same page another alert appears.
* Appropriate meta tags
* One page utilizing tables effectively
* One animated image
* One e-mail hyperlink
* At least one page with 3 column layout
* Five external hyperlink
* Five internal hyperlink
* Consistent banner logo area
* Consistent main navigation
* Association with external style sheet (.css file)
* Mobile version of the web site (.css file)
* Print version of the web site (.css file)

Both Google Chrome and Internet Explorer must render each page. Your web site project will be evaluated on the following criteria:

* Project Milestones
* Including all required web page elements
* Following recommended web site design practices (see <http://terrymorris.net/bestpractices>)
* Visual appeal of site to target audience
* Accomplishment of project’s objectives

Project Milestones

* **Web site Topic Approval: (Due on March 31st ). Feel free to submit this milestone prior to the assigned date. Please submit your web site topic for approval via Blackboard.**

The topic of your web site must be approved by us. We will leave an approval note on your submission real quick. Get it done ASAP so that after our approval you can start your project soon. Using a word processor, prepare a one-page double-spaced written discussion of the following:

* What is the purpose of the site?
* What do you want the web site to accomplish?
* Who is your intended audience?
* What opportunity, problem, or issue is your site addressing?
* What type of content might be included in your site?
* List at least two related or similar sites found on the web.
* **Planning Analysis Sheet: (Due on April 5th )**

Using a word processor, write a Planning Analysis Sheet that includes the following headings:

* Web site goal
* Describe the goal of your web site in one or two sentences.
* What results do I want to see?
* List the working title of each page on your web.
* What information do I need?

List where you will obtain the content (facts, text, graphics, sounds, and video) for the web pages you listed above.

* **Site Map: (Due on April 12th )**

Using a word processor, PowerPoint, or ruler and pencil, draw a flowchart (storyboard) of your web site that shows the hierarchy of pages and relations between the pages.

* **Discuss Project:**
* **Finish your project and submit your folder containing all your files via Blackboard. (April 24th )**
* **Present your project on April 25th .**

Your presentation should last between 5 and 8 minutes. Submit a recorded presentation of your project via Blackboard until 10 am on April 25th. There are several software available for screen recording. One recommendation is using Camtasia. You can download a free trial (which will last for a month) via <http://www.techsmith.com/comtasia.html>

Grade Distribution (250 Possible Points)

Project Topic Approval (5 Points)

|  |  |  |  |
| --- | --- | --- | --- |
|  | Outstanding  1 point | Developing  0.5 point | Needs Improvement  0 points |
| Website Name and Purpose | Clearly stated | Unclear | Missing |
| Intended Audience | Clearly described in terms of age, gender, interests, and social-economic criteria. | Unclear or missing criteria | Missing or does not relate to the website purpose |
| Content | The type of text, graphics, and media needed for the website are clearly described. | Unclear or missing criteria | Missing or does not relate to the website purpose |
| Related or similar websites | Listed two URLs of related/similar websites | Listed on URL of a related/similar website | Less than two URLs listed or the websites are not related/similar |
| Mechanics | Well organized, complete sentences, correct grammar and spelling | Complete sentences, disorganized, less than three grammar/spelling errors. | Incomplete sentences, three or more grammar/spelling errors. |

Planning Analysis: (10 Points)

|  |  |  |  |
| --- | --- | --- | --- |
|  | Outstanding  2 | Developing  1 | Need Improvement  0 |
| Website Name and Goal | Clearly stated | Unclear | Missing |
| Page Titles | Lists the title of each page (between seven and eleven titles) | Lists more than four but less than seven titles | Lists less than five titles are listed. |
| Form | The use of a form in an appropriate manner is clearly described. | Unclear or inappropriate form use | Missing |
| Obtain Content | Lists at least four sources of content (facts, text, graphics, media) | Lists at least two sources of content | Lists less than two sources of content |
| Mechanics | Well organized, complete sentences, correct grammar and spelling | Complete sentences, disorganized, less than three grammar/spelling errors | Incomplete sentences, three or more grammar/spelling errors |

Site Map: (10 Points)

|  |  |  |  |
| --- | --- | --- | --- |
|  | Outstanding  4-5 points | Developing  2-3 points | Needs Improvement  0-2 points |
| Site organization | The site is organized in an appropriate and usable manner. | Only one area of the site organization needs to be modified to result in a usable product. | Two or more areas of the site organization need to be modified. |
| Web Pages | Lists each web page (between 7 and 11 pages) | Lists more than four but less than seven pages | Lists less than five pages |

General Layout: (20 Points)

|  |  |  |
| --- | --- | --- |
|  | Satisfactory  2-4 points | Needs Improvement  0-2 points |
| Logo Area | Present | Missing |
| Navigation Area | Present | Missing |
| Content Area | Present | Missing |
| Footer Area | Present | Missing |
| Mechanics | Organized, easy to read and understand | Some improvement is needed in the organization and/or the document is not easy to read or understand. |

Final Project Submission (50 Points)

|  |  |  |  |
| --- | --- | --- | --- |
|  | Very Good  5 | Developing  2-3 | Needs Improvement  0-1 |
| Home Page | Page demonstrates web design best practices, contains content of value to the target audience. | Page is developed but does not follow one or more web design best practices and/or content need some improvement. | Pages are not developed or more than three web design best practices are not followed or content is not of value to the target audience. |
| Page 1 | Page demonstrates web design best practices, contains content of value to the target audience. | Page is developed but does not follow one or more web design best practices and/or content need some improvement. | Pages are not developed or more than three web design best practices are not followed or content is not of value to the target audience. |
| Page 2 | Page demonstrates web design best practices, contains content of value to the target audience. | Page is developed but does not follow one or more web design best practices and/or content need some improvement. | Pages are not developed or more than three web design best practices are not followed or content is not of value to the target audience. |
| Page 3 | Page demonstrates web design best practices, contains content of value to the target audience. | Page is developed but does not follow one or more web design best practices and/or content need some improvement. | Pages are not developed or more than three web design best practices are not followed or content is not of value to the target audience. |
| Page 4 | Page demonstrates web design best practices, contains content of value to the target audience. | Page is developed but does not follow one or more web design best practices and/or content need some improvement. | Pages are not developed or more than three web design best practices are not followed or content is not of value to the target audience. |
| Page 5 | Page demonstrates web design best practices, contains content of value to the target audience. | Page is developed but does not follow one or more web design best practices and/or content need some improvement. | Pages are not developed or more than three web design best practices are not followed or content is not of value to the target audience. |
| Page 6 | Page demonstrates web design best practices, contains content of value to the target audience. | Page is developed but does not follow one or more web design best practices and/or content need some improvement. | Pages are not developed or more than three web design best practices are not followed or content is not of value to the target audience. |
| XHTML Validation |  | Each Page passes XHTML validation | No page passes |
| CSS Validation |  | External CSS file is present and passes validation | External CSS file is not present or does not pass validation |

Other requirements: (95 Points)

|  |  |  |  |
| --- | --- | --- | --- |
|  | Outstanding  5 | Average  2.5 | Needs Improvement  0 |
| Purpose | Clearly stated | Unclear | Missing |
| Target Audience | Demographics clearly described (age, gender, education, socio-economic) | Generally described adequately | Missing |
| Visual Appeal | Use of color, contrast, text, graphics is appealing to target audience | Appealing to target audience in all but one area. | Not appealing to target audience in more than one area |
| Class Presentation: Organization | Presentation is coherent and organized | Presentation could be more organized | Presentation is not well organized |
| Class Presentation: Purpose & Design | Clearly and completely described purpose and design issues (color, layout, etc.) of the pages. | Description of purpose and design issues could have been more complete or more clear. | Description of purpose and design issues was missing or the student read pages aloud word-for-word |
| Class Presentation: Project Challenges | Clearly and completely discussed challenges encountered and overcome | Incompletely or unclearly described challenges encountered and overcome | Did not discuss challenges encountered and overcome. |
| Navigation | Easy to use, consistent | Inconsistent or difficult to use | Missing |
| Accessibility | W3C Guidelines followed | Two or fewer instances where W3C guidelines are not followed | Three or more instances where W3C guidelines are not followed |
| Page Titles/Logo Area | -- | Description and include the site/company name | Missing or do not include the site/company name |
| Tables | -- | Correct syntax | Missing or incorrect syntax |
| Graphics | -- | Correct syntax | Missing or incorrect syntax |
| Animated Image | -- | Correct syntax | Missing or incorrect syntax Missing or incorrect syntax |
| E-mail Link | -- | Correct syntax | Missing or incorrect syntax |
| Outside Link | -- | Correct syntax | Missing or incorrect syntax |
| Internal Link | Correct syntax | Some incorrect syntax | Missing or incorrect syntax |
| Meta tag | Correct syntax (description meta tags), excellent selection of keywords and meaningful description | Correct syntax (description meta tags), adequate selection of keywords and description | Missing or incorrect syntax |
| Form Coding | Correct syntax, meaningful form element names | Correct syntax | Missing |
| Form Processing | Form invokes server-side processing to send information in e-mail | Form information not processed correctly | Form not configured for processing |
| JavaScript dialog box | When a page is exited, an alert box will appear | The alert is not coded correctly | The alert box is not configured for any of the pages |
| JavaScript dialog box | When one page load, an alert will appear | The alert is not coded correctly | The alert box is not configured for any of the pages |
| XHTML Validation | Required number of pages pass | Less than the required number of pages pass | No pages pass |
| CSS Validation | External CSS file is present and passes validation | External CSS file is present but does not pass validation | External CSS file is not present or does not pass validation |

Mobile and Print (60 Points)

|  |  |  |  |
| --- | --- | --- | --- |
|  | Outstanding  15 | Average  6-7 | Needs Improvement  0 |
| Mobile layout | Mobile version has a good layout and automatically switches between desktop and mobile layout depending on the client. | Website covers both mobile and desktop but the client has to switch manually. | Does not have mobile version. |
| Mobile content | The content of the website is suitable and readable in mobile view. Does not exceed the device’s screen. | Some content is not suitable for this view. | Does not have mobile version. |
| Print layout | Print version has a good layout. | Some contents are exceeding the width size. | Does not have print version. |
| Print content | All the contents are readable and fit the paper. | Some contents do not fit or not readable. | Does not have print version. |