

Project Summary

You have been contracted by Winter, Edmonds, and Boyd LLC to develop a web site. Winter, Edmonds, and Boyd (**WEB**) is a firm with 3 managing partners and 50 employees. They offer accounting and financial services to businesses in the region.

Technical Considerations

- HTML5 and CSS3 must be used. All files must pass validation.
- All styles must be in an external style sheet. This includes one 'master' css file, but if you wish to have additional style sheets for different sections, you may. Your CSS file(s) must validate.
- A logical directory structure for your project must be in place. Keep your files organized in appropriately labeled subdirectories. This means you should not have all HTML files, images, and CSS files in a single folder, but rather have them organized to keep the related items together.
- The file size for each image must be appropriate for the Web.
- Good internal documentation must be included in all files.
- No GUI HTML editors may be used.
- You may not use a table to lay out the pages. Use positioning techniques to accomplish this. You must include the one specific table requested. The only other table you are allowed to include (but this one is NOT required) would be on the *Submit an Inquiry* page to position your form elements.
- Do not copy a project from the book and then just edit the content on the page. I don't want to see CSS that does not match your HTML code structure. I need to be able to tell you understand what you have learned and can implement both content and style on your own. If you do use small code snippets from the web, please be sure to add comments to your code to mark the section(s) that is/are not your own.

Web Site Structure

Use the following bullet points to build the structure of your web site. Each item below should represent a web page. You may have additional pages for supportive content for a specific topic if you so choose.

- Main Page
 - About Us
 - Managing Partners
 - Company History
 - Community Involvement
 - Services
 - Contact
 - Submit an Inquiry

Each page should have navigation links to the top-level topics which are: *About Us*, *Services*, and *Contact*. All pages should have the same general layout and design to give some consistency, although I know you will arrange the main content area a bit differently depending on the page. General layout may include top header section with company information and main navigation, left navigation (to support relevant subpages or other content), main content area, and a footer; however, I am giving you

some leeway here if you want to use another layout. Be sure to demonstrate your use of positioning and that the layout meets the needs and mindset of this company.

Style and Design Guidelines

- Use a professional, *conservative* color palate. Feel free to utilize one of the color selection tools found on the Color Tools page at the top of the Modules area in our Canvas classroom.
- Use professional fonts. Use an appropriate variety of font sizing, but keep the font selection to a minimum. You are welcome to use a web font. Use font-size and line-height to ensure your text is easily readable but not overly large.
- Your page should be responsive. If the user is viewing it on a device with a smaller screen, the layout should still look good and not have overlapping content, etc.
- Use graphics with appropriate taste. Scaling, size, format, and positioning should be appropriately handled. Be sure they are styled in a way that complements your page and gives it a polished look.
- Make sure to keep the top heading consistent across all pages. Each page needs to include the relevant navigation items to allow the user to navigate to other major topics and/or related topics. There should be no dead-end pages where the user cannot navigate to another part of the site.
- Use Lorem Ipsum to represent the “copy material” that would come from WEB. You can use one of the ipsum generators, such as <http://ipsum-generator.com/>.

Content Requirements

Every Page

- Each page should be appropriately titled and clearly identified so the user will know what page they are on.
- Each page should have a header area which includes (at a minimum) the company name, logo, and address. The logo should be clickable and allow the user to return to the home page.
- Each page should have navigation links to the top level topics which are: *About Us*, *Services*, and *Contact*.
- Each page must have a footer which includes a minimum of your name, course number, and semester. (Eg. “Created by Your Name, CIS 130 – SP18”)
- Each page should have appropriate internal documentation (=comments).

Main Page

- Should include a welcome message and some copy material provided by WEB (you can use lorem ipsum for this).
- One or two graphics should also be included.

About Us

- This page will tell the user about the company history, how it was formed, how long it’s been in business, where the company has been located, and other background information. You can use lorem ipsum as text, since the copy material would normally be provided by WEB and I don’t

expect you to take the time to make up relevant information. Be sure to have some section titles and separation for these content items.

- This page must also have a subnavigation menu to three subtopic pages. This subnavigation menu for these subtopic pages will only appear on the About Us page and each of the subtopic pages. The subtopics are: **Managing Partners, Company History, and Community Involvement**. The following describes the requirements for each of the subtopic pages:

Managing Partners

This page will allow the user to learn more about the managing partners of the firm. This page should include a table with appropriate headers, rows, and cells to hold the following information for each partner. You can create your own data, but must include the minimum data shown below. You can add any additional info you feel appropriate (ie. professional headshots).

- Name (must include a last name and first name)
- Email address that the user can click on
- Professional certifications

Company History

This page will allow the user to learn more about the history of the company. Provide some copy material in paragraph form. 3 to 4 paragraphs should be sufficient.

Community Involvement

This page will provide information about the company's involvement in the community. Web has chosen three nonprofits for which their employees regularly provide community service activities:

- Habitat for Humanity
- United Way
- Salvation Army

Create a section for each of the three nonprofits. For each of the three, you must include their logo and a couple of paragraphs of copy material. Each logo should be a link to that nonprofit's website. You must embed at least one YouTube video that relates to community involvement with one of the three nonprofits (ex: working to build a Habitat for Humanity house or ringing bells during the Salvation Army's Christmas campaign).

Services

Provide a page identifying the services WEB provides. These services are *Accounting and Bookkeeping*, *Investment Management*, and *Tax Filing*. Each service should have 2-3 paragraphs of copy material. If you choose, you can create additional pages for each service. If you do, you will need to make sure these and the subnavigation items are only visible to the Services-related pages.

As an extra feature, WEB LLC wanted to include customer testimonials on the page. These testimonials are no longer than 1 or 2 sentences and need to be related to the respective service. You are free to pick two services for the testimonial feature. Each testimonial should be placed near the related topic and should have some sort of visual separation (like a border around it). Testimonials should not be directly

following the regular paragraph. Rather, the overall text of the page should flow around the testimonials. Testimonials should be cited by a fictitious person. For example: *"WEB submitted my taxes on time and with great accuracy."* - U. Cheatum.

Contact

This page will allow the user to get contact information about the company. You'll need to include

- Address information (including City, State, and Zip)
- Directions (this should be a link that opens up a map to the address you listed for WEB)
- Phone and Fax numbers (you can make these up)
- Email (make this a mailto link to a generic email box)

This page will also have a subtopic called **Submit an Inquiry**. This subtopic item should be a separate navigation link that appears only on the *Contact* page, and will take the user to a new page containing a form. On the linked page, create a form that is used to solicit information from any customer who wishes to be contacted by a company representative to discuss their services. This form must gather a minimum of the following, with anything marked with an asterisk being a required field:

- *Name
- Address information (including City, State, and Zip controls)
- *Phone
- *Email
- User preference for whether they wish to be contacted by phone or email. User should only be able to select one. The default should be set to phone.
- Which service they are inquiring about. Users should be able to select multiple services.
- General text area for the user to enter further or more specific information regarding what they are inquiring about.

Although the form will not truly submit for processing, please be sure to include the following action attribute/value for your <form> tag: **action="http://www.tipjar.com/cgi-bin/test" autocomplete="on" method="post" name="inquiryform">** This will allow you to view the name/value pairs for the controls on your form to verify you have them coded in a way the data is properly tied to the correct control.

Extra Credit

Do some research on how to add a Twitter Follow button and add it somewhere on your website.