

PROJECT 1

“Live Website”

DESCRIPTION

Design, develop and launch on a web server a small web site promoting a product or service from an interest of yours. Make this site convincing. The big challenge here, is that you create this website entirely from scratch! This means no frameworks, themes or existing code from other sources. Ensure you have at least 5 pages with at least 1 image on each page. **You may work in pairs, or individually.**

TOPIC IDEAS

Get creative! An old car you like, musical instrument, art supply, kitchen appliance, house plants, model trains, cameras, pens, gaming gear, cat tree etc.

INSTRUCTIONS

1. Decide on a product you would like to create a website for. Submit this to me no later than November 16th via email for approval (most will be approved.)
2. Assemble, create or collect some promotional copy and images.
3. Arrange the content into the following general pages:
 - a. **Home Page**
 - b. **About the product/history** (What makes this thing so great? Tell us all about it!)
 - c. **Mock order page** (include form controls for personal info, billing info, product info selection)
 - d. **Resources page** (If I want to know more about the product, watch any video tutorials, image gallery, product in use)
 - e. **Contact page**
4. Construct the above pages into well-formed, valid HTML. The pages should look like they are all part of the same site with consistent styling, headers, navigation and footers.
5. Decide on an appropriate file/folder naming strategy.
6. Include on each page an unordered list of links to provide **consistent global navigation** across the site.
7. Optimize all graphical content and design elements for quick download times.
8. Use appropriate HTML elements to structure your content.
9. Construct an external CSS file to handle background-images, typography, colour and layout.
10. Be sure to comment all code where appropriate (HTML/CSS/JavaScript).
11. Format your code so that it is easy to read and maintain.
12. Have someone proofread your completed site for spelling and grammar.

13. Upload the completed site to a web server.
14. Have fun.

TAKE IT FURTHER

1. Attempt some interesting layout effects with CSS.
2. Integrate an interactive CSS-based navigation system (like a drop-menu).
3. Attempt to apply some simple JavaScript-powered interaction.
4. Include a simple rating form or a sign-up for a newsletter.
5. Make your site mobile-responsive

SUBMITTING YOUR WORK

Please upload your website to a live web server and submit the URL to the project on Blackboard. **Only submissions on a server will be accepted.**

If you are working as a pair, please BOTH students submit the URL and zipped files for backup. In the comment area, indicate if you worked with another student, that students name and student number.

EVALUATION

Please refer to the evaluation criteria (assessment rubric) below. This assignment is weighted 25% of your total mark for this course.

Criteria	Mark
TECHNICAL EVALUATION	0-5
Is the HTML valid and properly structured?	
Are files and folders named appropriately?	
Are HTML elements used for what they mean, rather than how they appear (good document semantics)?	
Are all site pages linked to a common CSS file to apply visual styling?	
Is there a global navigation system that is common to every page?	
Is page content divided into logical parts using semantic sectioning elements?	
Does the CSS file control typography, layout, colors and background images?	
Are site graphics optimized for quick download speeds?	
Effort to implement some other technical aspect of the assignment is evident	
CREATIVE EVALUATION	
Does the site employ some thoughtful or clever experimental HTML or CSS elements? Is there evidence of some ingenuity?	
Is the micro-site convincing? Does it look like a real marketing campaign with compelling copy and graphics?	
Are the pages built with creative and thoughtful CSS and HTML techniques?	
Does the site have a good fit and finish? Is the final product polished and professional in its' presentation?	
Effort to implement some other creative aspect of the assignment is evident	
Total	/70