INFO 2450 Project 3
Adding Formatting and Images

Project 3 Objectives:

- Plan the site color palette for the business according to needs or expectations of target audience and following artistic design principles.
- Demonstrate separation of structural layer from presentation layer with use of an embedded style sheet.
- Create selectors to style the site block-level elements and inline elements, as well as styles for link pseudo-classes.
- Add and position images using embedded CSS with the float property.
- Test contrast between foreground and background colors to ensure readability of page content.
- Validate Web pages according to the HTML 5 standard.
- Upload a Web site (Project folder) to the course Web server using an FTP client.

Background:

For this project you will create a color palette for your business that you will refer to the rest of the semester. You will use this color palette to define CSS style properties that specify color. You will also define the text formatting properties you want to use for the rest of the semester for your business site. You will add the same embedded style sheet to your business' AboutUs and Tributes pages that make use of the color palette and font formatting properties you have chosen. The style rules included in the embedded style sheets should add formatting for HTML selectors used on these pages, anchor pseudo-classes and any user-defined classes you may need. Make sure the styles are consistent for both pages.

In this assignment, you will use the same fictional business you chose for Project 2. Each business has a Project3 image zipped file with AboutUs images and Tributes images found in Canvas under the **ASSIGNMENTS** area in Project 3 Instructions. Your images will be labeled by your business name: i.e. Backyard Birds Project 3 Files would be found in the BackyardBirdsP3.zip file. Your zipped file for your business will contain a Project 3 folder with an AboutUs_Images and a Tributes_Images folder. You will add the images to each of the corresponding pages.

You must only use those tags, styles and properties we have covered so far this semester. You must use an embedded style sheet for this project and not include any presentational inline HTML tags or inline CSS to create the styles needed for this project. Do not use an external style sheet and do not create a box-like structure using CSS and <div>s for your pages yet. We will be creating a site-wide template to do this in a future project. Just allow your page markup to flow in its normal flow, except your images. Do not use any background-images in this project. Also, do not use tables to layout the content on your pages. Do not add any of your own images, background images or clip art to these project pages.

Procedures:

Step 1.   Project Setup:
Create a new folder on your computer called Project3. Copy the AboutUs.html and

Tributes.html pages from Project2 into this folder.

Create an **Images** folder in your Project3. Copy and paste the AboutUs and Tributes images from your business' Project3 zipped file found in the ASSIGNMENTS area of Canvas into the Images folder. You may make use of subfolders in your Images folder if you wish to keep these images separated, but it will make your image paths a bit more complicated. All your images must be placed inside the Images folder.

Step 2.   Choosing a Color Palette:
Think about who the target audience will be for your chosen business. View the selection of images you have been given for this business. You should use this input information as well as your own taste to choose a colors for your site. Using the Color Scheme Designer tool found at: http://paletton.com/, choose a color scheme that will fit your plan for the business web site.

See HTML Practice 5 for help on using this Color Scheme Designer tool. You will need to make sure there is good contrast between colors used for foreground elements and background elements. Modify the contrast or adjust the scheme to get the results you are happy with.

When satisfied, export your color scheme as shown in HTML Practice 5. Save the exported file as **SiteDesign.html** in your Project 3 folder. Be sure you get your hexadecimal color numbers from this color scheme when you add your color styles.

Step 3.   Creating an Embedded Style Sheet:
See HTML Practice 4 and HTML Practice 5 for help with using an embedded style sheet.

You must not use an external style sheet or create box-like structure using CSS and <div>s for your pages yet. We will be creating a site-wide template to do this in a future project. Just allow your page markup to flow in its normal flow, except your images. Do not use any background-images in this project.

Add the <style> tag needed for an embedded style sheet in the <head> of each of your pages. After choosing colors for your site color palette, add the body selector to the style sheet and set the background-color and text color. Make sure the <body> tag on each page does NOT include HTML attributes for bgcolor or text as these may override the styles in your style sheet.

Add the default font-family, font-size, and any other default style properties to the body selector. Use relative font-size instead of a fixed font-size when setting this property values. It is strongly suggested that the default font-size should start at medium or 100% and then go up or down from there for headings, links, and other elements. This will also allow the user to adjust the font-size as needed.

Add style rules to your embedded style sheet for other HTML selectors including h1-h3 headings, paragraphs, blockquotes and lists used on your pages.

Decide on the color and formatting you want for your anchor states. Add anchor pseudo-classes to the style sheet for the a:link, a:visited, and a:hover link states. Make sure each of the link states has a good contrast with the background-color. Link colors should be different than text color.

The goal of text formatting should be to create a professional, interesting, and readable page. Do not make the page too busy or amateurish.   Do not be afraid to use an accent color for things like headings.

To make sure your styles are consistent (the same) on both pages, use the exact same embedded style sheet on both the AboutUs and Tributes page.

Check the Readability Do's and Don'ts found in the Text Formatting slideshow to make sure your pages are as readable as possible.

Step 4.   Test Color Palette with Contrast Analyzer:
After you have created style rules for your background-color, text color, link pseudo-class colors, heading colors. Test to make sure there is enough contrast between these color values and your background color using the color contrast analyzer: http://snook.ca/technical/colour_contrast/colour.html. If your text color, heading colors, link, visited, and hover link colors do not have enough contrast with the background color, make needed changes. Your instructor will test these when grading your project if contrast does not appear to be sufficient for readability.

Step 5.   Adding Images:
Add any needed image classes to the embedded style sheet to position images. Do not create a class for every image, but think how you could generalize a class to apply to a group of images. You may want to float some images left and apply padding. You may want to float some images right and apply padding. Make use of the float property to position images.   Do **NOT** use the <img> align attribute to position images as this method is being deprecated.

Add the padding property to image style rules so text does not sit right against the images when they are displayed in the browser.

Use the exact values for the width and height properties in each <img> tag so the pages will load more quickly. These images have already been sized so you do just use their full width and height with each image tag. Do not scale the width and height of these images either up or down.

Include two or three AboutUs images on the AboutUs page and at least one image for every tribute on the Tributes page.

Step 6.   Validate each page using the HTML 5 validation. Do not try to validate SiteDesign.html.

Procedure for Submission:

Step 1.   Upload your entire Project3 folder to your area on the Yoda web server for grading. Make sure your folder has no spaces in the name.   Make sure the AboutUs.html, Tributes.html

and SiteDesign.html pages are in the Project3 folder. All your images must also be inside an Images folder. Do not validate the SiteDesign.html file.

Step 2. Check your Project3 from the Internet to make sure your pages display correctly, links work, and images display correctly. The link to your web site should be something like:
https://yoda.tc.uvu.edu/lastnamefirstname/Projects/Project3/AboutUs.html
https://yoda.tc.uvu.edu/lastnamefirstname/Projects/Project3/Tributes.html
https://yoda.tc.uvu.edu/lastnamefirstname/Projects/Project3/SiteDesign.html

You should also revalidate your pages once they are uploaded to the server.

Step 3. Your instructor will grade your project from this Yoda web server after the due date has passed using the grading criteria below. You can see your grade form and feedback under the **ASSIGNMENTS**, and in Canvas **GRADES**.

Grade Breakdown:
The project will be graded using the following criteria:

An embedded style sheet was used for all text formatting and adding of color to the page	**20**	points
Text formatting and styles were readable and consistent on both pages	**15**	points
Images for both Tributes and AboutUs pages were well placed on the pages and were located in an Images folder	**10**	points
Tributes page and AboutUs page styles and color scheme fit the business theme	**10**	points
Used only HTML 5 tags and techniques covered before the project due date.	**5**	points
Project validates to HTML 5 standards	**5**	points
SiteDesign.html file showed proposed site color scheme.	**10**	points
TOTAL	**75**	points