Term Website Project

The Term Website Project is designed to be a comprehensive assessment of all the course objectives. You will be given exact specifications as if you were contracted to plan, design, and build a prototype website for an organization. In addition, developmental specifications will be given to ensure proper assessment of the application of course content, skills, and technologies. This independent, term project will be of your own design and work, you may not consult or work with any other individual or group. The content is fictitious, but the site should be complete without any placeholders or nonsense language. Create a working site containing relevant and reasonable information. The images and brief verbiage may be referenced from other sources which will need to be cited in a resource reference page, which link will be located in the footer.

Company Description

**The Mountain Spoke**is a fictitious, retail store and shop located in Bozeman, Montana specializing in bicycles, bicycle parts, bicycle repair, and tours. The owner-operated company caters to bicycle enthusiasts in that region. In addition, the company also sponsors and organizes tours in the area to serious bicyclists from around the world. The goal is to provide a fresh new website experience for their clients and potential clients that reflects their culture of bicycle enthusiasm with products, repair service, parts, and tour trips.

Specifications

The following design and content specific items are required in order to meet the functional specifications of this final project.

* The site must be **responsive** to small, medium, and larger, wide screen views.
* The design is consistent throughout the website providing ease of **navigation** and supports excellent user experiences. The owners want a design that reflects the regional area of Bozeman and enthusiasm for bicycling at all levels.
* The **home page** is a contemporary, exciting landing page providing images of mountain biking and related activities, including a call to action and readily available navigation and contact information.
* The **adventure tours page** describes the details for at least two bicycle adventures that the company supports daily with guides throughout the season. Include information about the length, skill level required, cost, and location of the tours.
* The **event** **page** should highlight the "Cycle the Continental Divide" annual event with information about the dates, route, costs, and basic requirements. Be sure to include a **registration** form on the page that collects information including the registrant's full name, email, phone, date of birth, home state or country, and special accommodations/comments.
* Include one **sales page** displaying a minimum of three bicycle models of different makes and provide some basic specifications.
* A simple **service** page listing the repair services offered by the company using a data table format.
* The **contact page** will contain essential contact information including an [embedded Google map](https://support.google.com/maps/answer/144361?co=GENIE.Platform%3dDesktop&hl=en) showing the company address at 3950 Valley Commons Drive Bozeman, MT and a basic contact us form.

Developmental Specifications

The following development specifications are required in addition to the customer specifications in order to receive full credit on the Term Website Project.

* In order to receive full credit, your HTML structure and CSS presentation may not be an exact replication of your final weather site.
* Structure the site with **valid**, standards-based, **semantic** markup that is responsive to small, medium and large screen views without violating PARC principles.
* Ensure that all browsers render elements consistently by referencing a **normalization or reset** CSS on all pages.
* Design a **logo** to be used at appropriate levels and locations throughout the website.
* Follow **PARC** principles and **typography** best-practices throughout the website.
* Implement an appropriate **font** of your choice, using a [fonts.google.com](https://fonts.google.com/) **reference** or equivalent resource.
* Read the current service pricing information from a **JSON** file to be used on the service page. You will need to create the JSON file and store it under a ***data*** directory on your site.
* Use the practice of **wayfinding** to improve the user experience of understanding where they are on the website.
* Implement an accordion menu or a horizontal slide experience to display the bicycle sales images and specifications one at a time on the sales page using **jQuery**.
* Ensure that each**page weight** does not exceed the 400k benchmark.
* Ensure that there are no **spelling or grammatical** errors.
* Include a **resource page** that references outside content, if necessary, as a link in the footer.
* **Publish** the complete, working site to its own directory/folder on your Github Pages site.
* Create a site **overview video** that provides a brief (~3-5 min), narrated overview of the site with references on how the site meets the specifications and is responsive. This video should be placed in a separate page using [HTML5 video element](https://www.w3schools.com/html/html5_video.asp) and linked in the footer of your term website.

**NOTE:**This is a web course intended to help you learn how to construct websites using the core web technologies of contemporary HTML, CSS, and JavaScript. Outside templates are **NOT** allowed. Pages built from site builder software or drag-and-drop tools or that are based on existing sites are not allowed and will lead to a failing grade on the Term Website Project.

Assessment

All course objectives and documented specifications are assessed in the Term Website Project. Use the following matrix to guide your development and testing before final submission. The point allocation on the right of each statement indicates the maximum points possible.

|  |
| --- |
| **Grading Criteria 100 points possible** |
| **Objective 1**: HTML: Develop fluency in the application of contemporary Hypertext Markup Language |
| All pages are HTML5 valid and use appropriate semantic elements. Heading element are used in the proper order, levels, and elements on all pages.  The structure used in this project is not an exact or near exact replication of the weather site structure. |
| **Objective 2**: CSS: Develop fluency in the application of contemporary Cascading Style Sheets markup. |
| All pages are CSS valid. Media queries are used to ensure proper presentation in all views. The site uses normalization or equivalent. The CSS is not repeated unnecessarily between views. |
| **Objective 3**: JavaScript: Apply JavaScript browser interactions, get JSON data, and utilize popular libraries and frameworks. |
| The sales page uses jQuery to display a minimum of three bicycle models of different makes, one at a time, with an appropriate interface and the pricing data on the  service page is read from an external JSON source and presented appropriately. |
| **Objective 4**: UX: Plan, design, and develop visually appropriate, usable, and find-able user interfaces (UI) and content. |
| This projectThe visual appearance of all pages in the site must be responsive, uniform, and consistent at three view levels.  This includes using a Google font reference or equivalent resource. |
| All folders and files follow web naming rules and are friendly/semantic. |
| The website follows PARC and typography design principles. |
| The pages have a page weights at the 400k or less mark. |
| Images, including the custom logo, and other graphical and functional elements are the appropriate type and size and enhance the UX. |
| The registration form is complete, validates input, and utilizes the flex display property for layout. |
| All pages are given appropriate titles that not only reflect the website but also the content of the page through keywords. |
| **Objective 5**: Professionalism: Work effectively and independently, communicate clearly on your design and specification report, and facilitate a positive experience regardless of any self-perceived shortcomings. |
| The site is complete containing all of the functional specifications including all required content pages without spelling and grammatical errors. |
| The video overview is linked in the footer of the website and meets the specifications as outlined. |