WebMarkup Assessment guide

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STORYLINE

3 sport club founders (Paulien van Bruggen, Maxim Leijdekker and Sebastiaan Munter) like to generate more traffic for their websites. The best way to generate more traffic is, to create landing pages about the city and the neighbourhood they are active. They are non-profit organisations (club or foundations) and do not have money to hire a company. They did a request to the Inholland students to help them to the next step.

Every URL has its own subject and every student can choose from at least 35 URL's:

The staging pages will look like studentnumber.url (f.e. 123456.tapout.eu). If there are more students with the same URL, the club founders will vote for the best and publish the content on the main URL (f.e. www.tapout.eu). The URL will be available for at least 6 months.

If you like to do some field research and take photos at the locations, please visit the referral website and contact the dojo owner to make an appointment.

ROADMAP

To finish the assessment in the right way, follow precisely the next steps.

- Choose an URL from chapter "**URL TO CHOOSE**" in this document. E-mail your request to the examiner (contact details on the cover page). Add your **student name**, **URL** (domain) that you like, **student number** and **email address** into this email. Within a few days you will get back your studentnumber.url and your FTP access.
- Create the webpage according to the chapter "**WEBSITE FRAMEWORK**" in this document.
- Double check everything if you did not miss something according to the chapter "**GRADING REFERENCE**" in this document. If you have any question do not hesitate to contact the examiner from the assessment (contact details on the cover page).
- Commit your work according to the chapter "**DELIVERABLES**" in this document.

Success with the assessment!

WEBSITE FRAMEWORK

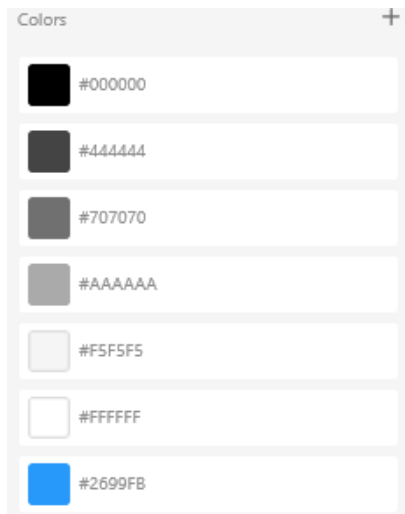## HTML

The index.html page structure is fixed.

1. Website header
    a. Use <h1> tag, for the title
    b. Use <h2> tag for the payoff
2. Navigation
    a. Use a <nav> tag
    b. Use <ul>, <li> tags to create the menu
    c. tag referring to index structure 3, 4, 5 and 7
3. Main content
    a. The content is about "Main" from the chapter "**URL TO CHOOSE**". F.e. tell something where "Main" is famous about and what they do to promote it. Total: 150 words.
    b. Use at least section, article, header, footer and p tags
    c. Use 2 images. The images are royalty free images.
4. Secondary content
    a. The content is about "Secondary" from the chapter "**URL TO CHOOSE**". F.e. tell something about the neighbourhood what shops, companies or touristic attractions you can find. Total: 350 words.
    b. Use at least section, article, header, footer and p tags
    c. Use 2 images. The images are royalty free images.
5. Sport content
    a. The content is about "Sport" from the chapter "**URL TO CHOOSE**".
    b. Use at least section, article, header and a footer.
    c. Make a list with 10 sport clubs in this area with links to their websites. Tell in two lines what they do.
    d. Every club has one image that represents the sport. The images are royalty free images.
    e. Every club picture has a link to the club website.
    f. At least one of the links, is also a link to the referral.
6. About the referral
    a. The content is about "Referral" from the chapter "**URL TO CHOOSE**".
    b. Use at least aside, header and footer tag.
    c. The student is free to fill it with own made content.
    d. The aside content has a link to the "Referral" URL from the chapter "**URL TO CHOOSE**".
7. Contact
    a. The website visitor can leave a question or contact the referral. The following field are required: visitor name, visitor email and visitor message.
    b. Use action="http://witan.nl/inholland/testform.php" (also for testing)
    c. Use for visitor name -> attribute, name="name"
    d. Use for visitor email -> attribute, name="email"
    e. Use for visitor message -> attribute, name="message"
    f. Use the tag fieldset
    g. Use the tag legend
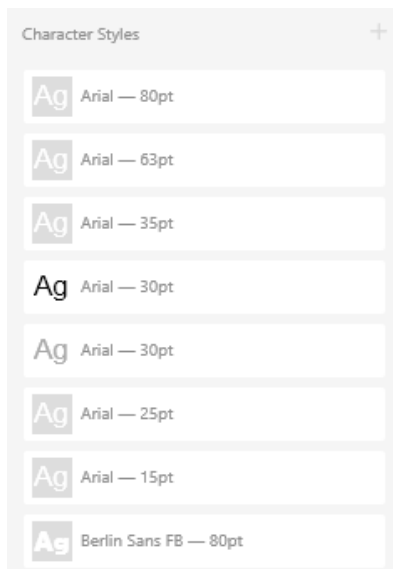8. Footer
    a. Use copyright and author info

CSS

The style.css is acting differently on PC, Tablet and Mobile devices (see resolution requirements table in this chapter) and student creativity.

! All rules and lessons learned at the lecture "web design" and "Web Mark-up" are apply designing the webpage.

The following basic colours are used to design the webpage:

Colors	+
■	#000000
■	#444444
■	#707070
■	#AAAAAA
□	#F5F5F5
□	#FFFFFF
■	#2699FB

The following standard fallback character styles are used:

Character Styles	+
Ag	Arial — 80pt
Ag	Arial — 63pt
Ag	Arial — 35pt
Ag	Arial — 30pt
Ag	Arial — 30pt
Ag	Arial — 25pt
Ag	Arial — 15pt
Ag	Berlin Sans FB — 80pt

The final webpage will be tested on:

- Chrome 69 (Sep 2018) or higher version
- Firefox 62 (Sep 2018) or higher version
- Edge 41 (Sep 2017) or higher version
- IE 11.0.56 (Mar 2018) or higher version

Web browser timeline:
https://en.wikipedia.org/wiki/Timeline_of_web_browsers

Definition of devices is described in the "test devices definition" table:

TEST Devices definition		
	CSS width	expected pixel ratio
PC	>960px	1
Mobile	<400px	3
Tablet	400px – 960px	2

GRADING

How to calculate the grading can be found in the chapter "**GRADING REFERENCE**" in this document.

GROUP ONE [DESIGN, CODE & SEMANTIC]

Excellent
- ✓ Website is fully responsive and acting differently on PC, mobile and tablet.
- ✓ Is using Flex or Grid or both.
- ✓ Has a hamburger menu for mobile layout. The mobile hamburger menu has an overlay with a link to the other pages.
- ✓ Has a horizontal menu with unordered list tag for PC and tablet layout.
- ✓ Is using media queries technique for delivering a tailored style sheet to different devices.
- ✓ Is using position property; with value, absolute or relative or fixed or a combination.
- ✓ Is using property float.

Sufficient
- ✓ Is using classes and id's.
- ✓ Is using z-index on the landings page for a cookie statement.
- ✓ Is using tag section.
- ✓ Is using tag header.
- ✓ Is using tag footer.
- ✓ Is using tag paragraph.
- ✓ Is using tag nav.
- ✓ Is using tag h1.
- ✓ Is using tag h2.
- ✓ Is using tag aside.
- ✓ Is using tag article.
- ✓ Is using tag form.
- ✓ Is using tag input.
- ✓ Is using tag button.
- ✓ Is using tag fieldset.
- ✓ Is using tag legend.
- ✓ Is using tag img.
- ✓ Is using tag a.
- ✓ Is using tag ul or ol.
- ✓ Is using tag li.
- ✓ Is using tag link.

Insufficient
- ✓ Is **not** using JavaScript.
- ✓ Is **not** using frameworks like bootstrap.
- ✓ Is **not** using tag iframes.
- ✓ Is **not** using tag br.
- ✓ Is **not** using tag hr.
- ✓ Is **not** using inline style.
- ✓ Is **not** using embedded style.
- ✓ Is **not** using tag div.
- ✓ Is **not** declaring !important in the CSS.

GROUP TWO [MEDIA, COLORS & FONTS]

Excellent
- ✓ Website name in the header is created with a local or external font or with Scalable Vector Graphics (.svg).
- ✓ Only "em" or "%" is used after the body initialisation.
- ✓ All images are using different resolution sizes on PC, Tablet & Mobile. Depending on the screen resolution (PC = high, Tablet = middle and mobile = low resolution).
- ✓ Has a "Fav icon" that supporting different sizes for Windows, Mac and iOS.

Sufficient
- ✓ Using attribute alt in the right way on all pictures.
- ✓ Using attribute title in the right way on all pictures.
- ✓ All images on the webpage are Portable Network Graphics (.png) format or Scalable Vector Graphics (.svg).
- ✓ Has 7 different defined colours in hexadecimal.
- ✓ Has at least 3 "fallback" fonts.
- ✓ Has at least 3 font sizes.
- ✓ Has a background video (cover).
- ✓ The background video controls are hidden.
- ✓ The background video is starting automatically.
- ✓ The background video is muted.
- ✓ The background video is centred.

Insufficient
- ✓ All font styles are defined in the stylesheet.
- ✓ All transformations are defined in the stylesheet.
- ✓ All media styles are defined in the stylesheet.
- ✓ All colours are defined in the stylesheet.

GROUP THREE [USER AND SEO SUPPORT]

Excellent
- ✓ Is using elements supported by HTML5.
- ✓ Is using pseudo classes.
- ✓ Is using CSS combinators "selecting by". Graded selectors are; comma, >, + or ~ (for example; "class > p" or "class + p" or "class ~ p").
- ✓ Has a folder "/forbidden" containing a secret.txt with your student number in it.
- ✓ Has User-agent: * in the robots.txt
- ✓ Has Disallow: /forbidden in the robots.txt
- ✓ Has a sitemap with a monthly refresh

Sufficient
- ✓ Has added comment(s) in Cascade Style Sheet.
- ✓ Has added comment(s) in HyperText Markup Language file.
- ✓ Has image(s) in the "/img" folder (folder naming must be exact "/img" in lowercase)
- ✓ Has Cascade Style Sheet(s) in the "/css" folder. (folder naming must be exact "/css" in lowercase)
- ✓ Has external font files in the "/fonts" folder. (folder naming must be exact "/fonts" in lowercase)
- ✓ Has HTML validated by w3c https://validator.w3.org without any errors.
- ✓ Has CSS validated by w3c http://www.css-validator.org without any errors.
- ✓ Has "id's" only used once on a single HTML page
- ✓ Has HTML character entity like © in the footer.
- ✓ Has UTF-8 attribute charset defined.
- ✓ Has between 7 - 12 attribute keywords with subject from your webpage
- ✓ Has attribute description with a subject from your webpage
- ✓ Has a robots.txt file in the root
- ✓ Has a reference to the sitemap.xml
- ✓ Has a DOM with 3 level elements.
- ✓ Has a header 1 and header 2 to distinguish importance between the headers on your landings page.

Insufficient
- ✓ Tabs are used to level the source code.
- ✓ Landings page is named index.html (naming must be in lowercase).
- ✓ Has the right HTML extension (.html), (naming must be in lowercase).
- ✓ Has the right CSS extension (.css),(naming must be in lowercase).
- ✓ HTML document is declared as a HTML5 document.
- ✓ Element head is used on the right way.
- ✓ Element body is used on the right way.
- ✓ Attribute value UTF-8 is declared as charset in the meta data tag.
- ✓ Has attribute keywords defined in the meta tag.
- ✓ Has author defined as metadata.
- ✓ Has description defined as metadata.
- ✓ Has language support for audio listeners.

GRADING REFERENCE

The grading is done by a grading matrix. Rating examples can be found in the chapter "**GRADING EXAMPLE**" in this document.

The assignment has 3 rating groups. Every group can be graded with insufficient, sufficient and excellent.

- Insufficient counts for 2 points
- Sufficient counts for 6 points
- Excellent counts for 10 points.

The average of the 3 groups must be 5.5 or higher!

The summary calculation can be found in the grading table.

GRADING	
FAIL (4)	The assignment has two or more items marked within the description "insufficient" or two items with "sufficient" with one item "insufficient"
6	The assignment has one item marked with the description "insufficient", one with "sufficient" and one with "excellent" or three items with "sufficient".
7	The assignment has one item marked with the description "insufficient" and two with "excellent" or two items marked with the description "sufficient" and one with "excellent"
9	The assignment has one item marked with the description "sufficient" and two with "excellent"
10	The assignment fits fully in the description of excellent.
The appraisal of the assessment with satisfactory score is 5.5 or more.	

GRADING EXAMPLE

Every group has its own grading group and be rated as **insufficient**, **sufficient** or **excellent**.

Be aware, if one of conditions is failed in the lowered rating, the student cannot go for a higher rating in the same group.

Example rating group 1 [situation 1 from 4]:

- Excellent
    - condition 6 **[passed]**
    - condition 5 **[Failed]**
- Sufficient
    - condition 4 **[passed]**
    - condition 3 **[Failed]**
- **Insufficient**
    - **[Conditional set of requirements to start]**
    - condition 2 **[passed]**
    - condition 1 **[Failed]**

The outcome of the rating will be **"Insufficient"** because condition 1 is **failed**. Condition 1 and 2 are conditional set of requirements. If condition 1 and 2 are not passed rating will stop for this group.

Example rating group 1 [situation 2 from 4]:

- Excellent
    - condition 6 **[passed]**
    - condition 5 **[Failed]**
- Sufficient
    - condition 4 **[passed]**
    - condition 3 **[Failed]**
- **Insufficient**
    - **[Conditional set of requirements to start]**
    - condition 2 **[passed]**
    - condition 1 **[passed]**

Condition 1 and 2 from the conditional set of requirements are passed. The student will get feedback from all other conditions. The outcome of the rating will be **"Insufficient"** because condition 3 is **failed**. To get sufficient condition 1,2,3 and 4 have to be on passed.

Example rating group 1 [situation 3 from 4]:

- Excellent
    - condition 6 **[passed]**
    - condition 5 **[Failed]**
- **Sufficient**
    - condition 4 **[passed]**
    - condition 3 **[passed]**
- Insufficient
    - **[Conditional set of requirements to start]**
    - condition 2 **[passed]**

- condition 1 **[passed]**

All condition (1,2,3 and 4) are passed, but condition 5 is failed. The outcome of the rating will be **"Sufficient".**

Example rating group 1 [situation 4 from 4]:

- **Excellent**
    - condition 6 **[passed]**
    - condition 5 **[passed]**
- Sufficient
    - condition 4 **[passed]**
    - condition 3 **[passed]**
- Insufficient
    - **[Conditional set of requirements to start]**
    - condition 2 **[passed]**
    - condition 1 **[passed]**

All condition (1,2,3,4,5 and 6) are passed. The outcome of the rating will be **"Excellent".**

Good job!

DELIVERABLES

1x Working URL with the running website with the total assessment

- Landing page is **index.html**
- Other requested pages from the assessment are accessible (clickable links) from the landings page (index.html) including internal links (href=#id).
- The **student.txt** is delivered by the examiner on blackboard. The **student.txt** is placed in the root from the website. The **student.txt i**s completed with
  - student name: your name
  - student number: your student number
  - student class: your class

1x URL that give access to repository.

- Only Github (https://github.com/) is allowed to use.
- In between commitments (versions before the final) must be accessible.
- The **first commit** must be the delivered student.txt.
- Private repositories are not allowed. Repositories are publicly accessible without any login.

If one or both URLs are not delivered, the assessment will have an automatic FAILED (4.0) rating. The URLs with your name and student number will be submitted to: micha.vandermeer@inholland.nl.

_____ EMAIL EXAMPLE START _____

Email subject: Webmarkup - assessment 1819 B3

Dear Micha,

Website URL: www.domain.com/studentnumber/
Repository URL: https://github.com/yourloginname/yourproject

Kind regards,
student name, student number, class

_____ EMAIL EXAMPLE END _____

DEADLINE

14 April 2019 23:59

Retake: May 2019 (will be announced 1 week after the deadline)

URL TO CHOOSE

URL	Sport	Main	Secondary	Language	Referral (aside)
gracie-amsterdam.nl	Jiu Jitsu	Amsterdam	Neighbourhood: Bos & lommer	NL , EN	http://www.bjj-purmerend.nl/braziliaans-jiu-jitsu/
bjj-haarlem.com	Jiu Jitsu	Haarlem	Neighbourhood: Amsterdamsewijk	NL , EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
bjj-heemstede.nl	Jiu Jitsu	Heemstede	Neighbourhood: Rivierenbuurt	NL , EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
bjj-hoofddorp.nl	Jiu Jitsu	Hoofddorp	Neighbourhood: Toolenburg	NL , EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
bjj-jeugd.com	Jiu Jitsu	Jeugd	What is city Haarlem doing for youth	NL	https://www.taekwon.nl/brazilian-jiu-jitsu/
bjj-kids.nl	Jiu Jitsu	Jeugd	What is city Heemstede doing for youth	NL	https://www.taekwon.nl/brazilian-jiu-jitsu/
bjj-nederland.com	Jiu Jitsu	Nederland	Netherlands (why should a tourist, visit the Netherlands)	NL	https://www.taekwon.nl/brazilian-jiu-jitsu/
bjjhaarlem.com	Jiu Jitsu	Haarlem	Neighbourhood: Parkwijk	NL , EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
gracie-bjj.com	Jiu Jitsu	Purmerend	Neighbourhood: De Gors	EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
gracie-haarlem.com	Jiu Jitsu	Haarlem	Neighbourhood: Slachthuiswijk	EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
gracie-haarlem.nl	Jiu Jitsu	Haarlem	Neighbourhood: Europawijk	NL	https://www.taekwon.nl/brazilian-jiu-jitsu/
kron-gracie.com	Jiu Jitsu	Purmerend	Neighbourhood: Purmer-Zuid	NL , EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
rickson-gracie.info	Jiu Jitsu	Purmerend	Neighbourhood: Wheermolen	NL , EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
jiu-jitsu-haarlem.nl	Jiu Jitsu	Haarlem	Neighbourhood: Meerwijk	NL , EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
jiujitsu-haarlem.nl	Jiu Jitsu	Haarlem	Neighbourhood: Oosterduin	NL , EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
haarlem-sport.nl	Mudo	Haarlem	Neighbourhood: Kleine Hout	NL , EN	https://www.taekwon.nl/
mijnsportistop.nl	Mudo	Haarlem	Neighbourhood: Zijlwegkwartier	NL	https://www.taekwon.nl/
grappling-haarlem.nl	Mudo	Haarlem	Neighbourhood: Boerhaavewijk	NL , EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
judo-haarlem.nl	Mudo	Haarlem	Neighbourhood: Den Hout	NL , EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
zelfverdediging.eu	Mudo	Haarlem	Neighbourhood: Oude Stad	NL	https://www.taekwon.nl/brazilian-jiu-jitsu/
sport-heemstede.nl	Mudo	Heemstede	Neighbourhood: Provincienbuurt	NL , EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
hapki-do.nl	Mudo	Haarlem	Neighbourhood: Schalkwoud - Haarlem	NL , EN	https://www.taekwon.nl/mudo/
hapki.nl	Mudo	Haarlem	Neighbourhood: Europawegzone - Haarlem	NL , EN	https://www.taekwon.nl/mudo/
hwa-rang.nl	Mudo	Haarlem	Neighbourhood: Schalkstad - Haarlem	NL , EN	https://www.taekwon.nl/mudo/
dutchtopteam.nl	Mudo	Netherlands	City Haarlem in combination with Dutch Olimpic fighters	NL	https://www.taekwon.nl/wedstrijdtraining-2/
taekwondo-beverwijk.nl	Taekwondo	Beverwijk	Neighbourhood:Beverwijk and Heemskerk	NL , EN	http://www.bjj-heemskerk.nl/
haarlem-taekwondo.nl	Taekwondo	Haarlem	Neighbourhood: Zuiderpolder	NL , EN	https://www.taekwon.nl/taekwondo/
heemstede-taekwondo.nl	Taekwondo	Heemstede	Neighbourhood: Centrum	NL , EN	https://www.taekwon.nl/taekwondo/
taekwon-do.eu	Taekwondo	Haarlem	Neighbourhood: Haarlem Oost	EN	https://www.taekwon.nl/taekwondo/

taekwon.eu	Taekwondo	Haarlem	Neighbourhood: Haarlem Noord	NL , EN	https://www.taekwon.nl/taekwondo/
taekwondo-haarlem.nl	Taekwondo	Haarlem	Neighbourhood: Geleerdenbuurt	NL , EN	https://www.taekwon.nl/taekwondo/
taekwondo-heemstede.nl	Taekwondo	Heemstede	Neighbourhood: Van Merlenbuurt and Valkenburgerplein	NL , EN	https://www.taekwon.nl/taekwondo/
taekwondo-holland.nl	Taekwondo	Haarlem	Neighbourhood: Waarder- en Veerpolder	NL , EN	https://www.taekwon.nl/taekwondo/
taekwondo-hoofddorp.nl	Taekwondo	Hoofddorp	Neighbourhood: Floriande	NL , EN	https://www.taekwon.nl/taekwondo/
taekwondo-nederland.com	Taekwondo	Haarlem	Neighbourhood: Schalkwijk	NL , EN	https://www.taekwon.nl/taekwondo/
world-taekwondo-federation.eu	Taekwondo	Haarlem	Neighbourhood: Haarlem Center	EN	https://www.taekwon.nl/taekwondo/
world-taekwondo-federation.nl	Taekwondo	South Korea	City : Seoul	NL	https://www.taekwon.nl/taekwondo/