**Emulating a Print Layout**

**DESCRIPTION**

On your own, attempt to *reconstruct* as faithfully as possible **one** of the provided magazine layouts (your choice) using the *provided HTML document*, your own CSS and one or more images. All CSS must be original work. You may *not* use a 3rd-party CSS framework or theme components.

**INSTRUCTIONS**

1. ~~Select one of the scanned magazine articles provided.~~
2. Examine the appropriate HTML file.
3. Set the base language for the page, apply an appropriate character encoding, normalize the CSS, and add a viewport meta tag to control basic rendering on a mobile device. *Modify the HTML file as little as possible - the focus of the assignment should be your CSS*.
4. Using an external CSS file, attempt to faithfully reproduce a web-appropriate version of the layout (you may use other images as substitutes for the ones in the articles provided for better resolution if you wish).
5. Ensure that the HTML is valid (<http://validator.w3.org/)>.
6. Be sure that your CSS is also valid (<https://jigsaw.w3.org/css-validator/)>.
7. Make sure that all text on the page consists of HTML elements, rather than images.
8. Do the best you can in trying to make your layout resemble the magazine layout. Respect that Web is *not* print design, it is the Web.

**TAKE IT FURTHER**

1. Attempt to get your page (including all HTML, CSS and images) under 100KB in total.
2. Try building your layout such that it can accommodate different browser window widths (responsive or adaptive) using CSS media queries.
3. Take a few liberties with the page and add web-appropriate user-interface elements (like navigation or social links).
4. Anything else that you can dream up…

**SUBMITTING YOUR WORK**

Upload the HTML, CSS and any media files to your account on the server and then post a URL to the document in the project on Blackboard. Please also upload a .zip archive that includes your HTML file, your CSS file and any media files.

**EVALUATION**

Please refer to the chart (assessment rubric) below. You will be graded on how well you followed the assignment instructions from both a technical and a creative perspective as spelled out in the rubric.

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| **Criteria** | **Marks** |
| **TECHNICAL EVALUATION** |  |
| ~~An effective CSS normalization or reset technique is applied, character encoding and base language are set, and the meta viewport element is added for mobile rendering.~~ | /5 |
| CSS syntax is correct, with effective comments, formatting and organization. | /5 |
| CSS selectors are appropriate and effective, making good use of the cascade to write less code. | /5 |
| The layout is built using a CSS layout strategy that maintains its integrity with a variety of different browser window sizes. | /5 |
| A variety of more advanced CSS selectors are employed to reduce the dependency on ids and classes in the HTML. | /5 |
| There are other technical aspects of the assignment that go beyond what is required. | /5 |
| **CREATIVE EVALUATION** |  |
| The fit and finish of the page rival the print version and it looks like a convincing article that might be included in the online version of the selected magazine. | /5 |
| The typography in the original article has been faithfully reproduced, making sure that the headings and body copy are legible and readable. Some modifications may be necessary to make the document more suitable for Web. | /5 |
| Effort to take this project beyond the basic requirements is evident through innovation with the CSS. | /5 |
| **TOTAL** | **/45** |