

WWW 102 Assignment #1 Fall 2022	Title:	Good Planning Leads to Good Design
	Instructor:	Lise Nickerson
	Assigned:	Thursday, September 29, 2022
	Due dates:	Friday, September 30, 2022, at 4pm for topic selection, Tuesday, October 11, 2022, at 9am for everything else.
	Value:	50 marks total = 50% of final grade for module

A major component of this program is the creation of a site for a client. This assignment for WWW102 is intended to give you some experience with the Research, Benchmarking, and Analysis (RBA) processes that you will undertake for your client project. You can also consider this a practice run for time management as it will give you some insight into how to successfully balance your client project with other tasks (homework, assignments, life commitments).

For this assignment, you will build a website for a fictitious/pretend client with a small business. You may choose any type of small business or event that would conceivably hire you as a freelancer to build their site. Submit your topic via email for approval by the instructor before the first due date listed above. Limit of one person per topic.

Instructions and assessment information can be found on the pages that follow.

RESEARCH, BENCHMARKING, AND ANALYSIS

After selecting a topic, find three websites for similar clients and research them in detail. Focus on what you find interesting and relevant to the client's industry. Below are some questions to guide you as you look at these sites, but you are not limited to them.

General/First Impression

- Site Metaphor: What message or feeling does each site convey? Think of strong adjectives that describe your first impression of the site.
- Audience: Who is this site made for or marketed towards? Think demographics.

Content-Based Features

- Besides a home page, what other pages do these sites have? What content is present on each page?
- Search Engine Optimization – What <meta> tags are present? Are the key words and description relevant?
- Social Media – Which ones are present? Does it make sense for this industry to use them?
- Accessibility – Is it easy to navigate? Is accessibility addressed in some way?

Style-Based Features

- Colour – How many? What is the accent colour? What is the background colour? Would you describe the colour palette as saturated or muted? Do they fit the client's industry? Do the colours have good contrast for accessibility purposes?
- Use of images – How many? How big? Where are they located? How are they used to convey content? Are they merely decorative?
- Layout – Single column or multi-column or a combination? Confirm if it is responsive or not.
- Font choices – How many? What type? Where are they used?
- Navigation – Where is it located? What links does it have? Is there more than one navigation?

Features of Note

- Did you discover anything else of interest related to content or design such as slide shows, animations, effects, etc.?

Record your findings in a way that works for you, preferably in some sort of digital format. These do not need to be submitted but you will use this information to write a design rationale (see next). As you research sites, you may discover assets that you would like to use for your own site. Be sure to save them in a folder as you discover them to save time.

DESIGN RATIONALE DOCUMENT (*design-rationale.html*)

Based on your research, plan a design for your own site. Explain and justify your design decisions in the blank *design-rationale.html* file that has been provided to you.

Make sure you address the following in your rationale:

1. The audience for the site (1 paragraph approximately):
 - Describe the demographics of your expected visitors or customers.
 - What information are they looking for? What search terms did they google?
2. The site metaphor (1 paragraph approximately):
 - What are the obvious messages or feelings that the site conveys?
 - How do style choices, content, and images help convey this message?
3. Summarize the design of your design and how it came to be.
 - What content (images and text) did you decide to add?
 - Which style-based features?
 - What were your reasons for designing those features the way that you did? Relate back to your research.
4. When deciding on a design plan, you may encounter obstacles and challenges, so include them in your rationale, if you feel you need to. Ask yourself:
 - “What things do I want to implement, but cannot because they are outside the scope of my current knowledge?”
 - “What can I do right now as a temporary measure?”

Write as much as you need to support your design decisions but do keep it to under two pages. Use the first-person point of view, i.e. “For my design, I chose *this colour palette* because ____.” It is suggested that you write your rationale in MS Word so that you can take advantage of its spelling and grammar checking. Then you can put it into the *design-rationale.html* file and apply appropriate HTML markup (mainly headings and paragraphs.)

This design rationale is worth 20 marks out of 50, or 40%.

For more information about writing a design rationale, check out the Design Professionals of Canada: Writing a project rationale - <https://descan.ca/designcurrency/writing-a-project-rationale/>

BUILD YOUR SITE - TECHNICAL SPECIFICATIONS

The construction of your site is worth 30 marks out of 50, or 60%.

Build your site with the specifications outlined here. Your final website should:

- Be an original design, not simply a replication of an existing one.
- Be built from scratch - start with the universal HTML template and go from there. Do not use any prebuilt CSS frameworks or templates or repurposed examples from class.
- Have at least 3 different pages, plus one additional page called “*design-rationale.html*” for a total of 4 pages. A blank *design-rationale.html* file has been provided to you. You do not need to style it.
- Have your CSS contained in an external file in an external folder. Images are in their own folder.
- Use real content (i.e.: not *lorem ipsum*). You are free to “borrow” content from your competitors. Do not borrow content for your *design-rationale.html* document – that must be in your own words.
- Make considerations for non-standard users such as people with visual disabilities who use assistive devices. Suggestions: Use a contrast checker to optimize colours, use semantic markup and hierarchy.
- Have a styled navigation that is common to each page which should link to all the other pages.
- Demonstrate your mastery of flexbox by leveraging it as much as possible to create your layout. Minimize your use of floats, *display: inline;* and *display: inline-block;* and recall that flexbox reduces the need for you to apply margins and defined widths. Use of CSS Grid is also allowed but not required. **Include comments in your HTML to indicate where you are applying flexbox or grid and point out which elements will act as the flex/grid container(s), and which will be the flex/grid items. Use the vocabulary we used in class.**
- Have a link to *design-rationale.html* on each page that is obvious to the user. Do not make it difficult for your instructor to find this link or the file it points to.
- Your site must be run through the HTML5 validator at <https://validator.w3.org/>. You will lose one mark (2%) for every error (red) that the validator reports. It is recommended that you run this at an intermediate point in your design process, as well as at the end before you submit your work.

Submission Details: FTP your assignment files to the “*www102-assignment-1*” folder in your *www102* folder. A link to your work must be clearly visible to any user visiting your class matrix site. If not, your assignment will be considered incomplete and you will receive zero. **Items must be present to be marked.** As with previous assignments, do not use the filename *index.html* because we need to see the time stamp and folder structure.

GRADE BREAKDOWN/CHECKLIST: Refer to following page for detailed rubric.

COMPONENT	CRITERIA/DELIVERABLES	What to submit	MARKS
Design Rationale	<ul style="list-style-type: none">• Audience and Site Metaphor• Summary of your design decisions• English mechanics (spelling, typos, grammar)	<i>design-rationale.html</i> with a link to it on each html page.	20
Conventions	<ul style="list-style-type: none">• Semantic HTML• File and Folder Management• Code Indentation• Working Link	Your 3-page website.	5
Design Implementation	<ul style="list-style-type: none">• Theme/Purpose• Web Accessibility• Usability• Intentionality of style choices		15
Flexbox Mastery	<ul style="list-style-type: none">• Use of flexbox• Code comments		10
TOTAL			50

Late Policy: All late assignments will be given a grade of zero. For a full discussion of the late policy see <https://web-design-development.senecacollege.ca/class/docs/late-assignment-policy.pdf>.

Plagiarism: There are serious penalties for cheating and plagiarism, and you are expected to follow our Academic Integrity Policy: <https://www.senecacollege.ca/about/policies/academic-integrity-policy.html>

STUDENT NAME:								
CRITERIA/DELIVERABLES	No work (0)	Inadequate (1-4)	Fair/Needs Improvement (5-6)	Meets Expectations (7-8)	Exceeds Expectations (9-10)	Your grade out of 10	Component weight out of 50	Your weighted grade
CONVENTIONS - Semantic HTML - File and Folder Management - Code indentation - Working links	Work for this component is absent.	- Semantic HTML is poorly applied. Heading levels are missing. - File and folders are disorganized and do not follow naming conventions. - Code is difficult to read and needs to be indented - Many links do not work as intended.	- Some semantic HTML choices are applied. Heading levels may be missing. - File and folder management follow best practice but naming conventions do not. - Code is inconsistently indented and somewhat difficult to read. - Half of links work as intended	- Semantic HTML choices are made throughout most of the HTML document. Heading levels may be missing. - File and folder management follow best practice with a few minor inconsistencies. - For the most part, code is indented and easy to read. - Most links work as intended.	- Strong semantic HTML choices are made throughout to create hierarchy. - File and folder management follow best practice. - Code is perfectly indented. - All links work as intended.	10	5	5.0
DESIGN IMPLEMENTATION - Theme/Purpose - Web accessibility - Usability - Intentionality of style choices	Work for this component is absent.	- The site's purpose is unclear and/or does not have a cohesive look. - Web accessibility principles ignored. - It is difficult to find information on this site. - Style decisions look haphazard and/or are not well-implemented.	- The site's purpose is lacks some clarity. The look may not be cohesive or match that purpose. - There are serious gaps in implementing web accessibility principles. - It is a challenge to find and navigate to most of the information on this site. - Many style decisions are implemented inconsistently or incorrectly and some look unintentional.	- The site's purpose is mostly clear though the look may or may not be cohesive. - Web accessibility principles are well-implemented, with minor inconsistencies. - It is easy to find and navigate to most of the information on this site. - Most style decisions are implemented correctly and look intentional, though there may be minor inconsistencies.	- The site has a clear purpose with a cohesive look to match. - Web accessibility principles are well-implemented. - It is easy to find and navigate to all the information this site has to offer. - Every style decision is implemented correctly and looks intentional.	10	15	15.0
FLEXBOX MASTERY - Use of flexbox - Code comments	Work for this component is absent.	- Flexbox is poorly implemented. - Code comments are missing.	- Flexbox is used in some places to achieve layout but there were some lost opportunities to use it, or the implementation of flexbox is incorrect. - Code comments are present but inaccurate. Understanding of how flexbox works is emerging.	- Flexbox is used successfully to achieve layout. - Code comments identify the flex containers and flex items in most instances where flexbox is used, and demonstrate understanding of how flexbox works, though there may be inconsistencies.	- Flexbox is fully leveraged in original ways to achieve layout. - Code comments identify the flex containers and flex items in every instance where flexbox is used, and demonstrate a strong understanding of how flexbox works.	10	10	10.0
RATIONALE FOR DESIGN - Audience and site metaphor - Summary of your design - English mechanics (grammar, spelling/typos, punctuation)	Work for this component is absent.	- Your rationale is missing a description of either the audience or metaphor and lacks detail and insight. - Your rationale lacks a clear and full explanation of how your design came to be. - Excessive errors in English mechanics or excessive typos are present.	- While your rationale includes both a description of the audience and metaphor, they lack detail and insight. - Your explanation of how you approached the design of your site lacks clarity, detail, and/or insight. - Minor but excessive errors in English mechanics or typos.	- Your rationale describes the audience and metaphor with detail and insight. - Your explanation of how you approached the design of your site addresses most of the content-based features and style-based features. - Any errors in English mechanics or typos are minor and few.	- Your rationale describes the audience and metaphor with a high degree of detail and insight. - Your explanation of how you approached the design of your site is clearly articulated, and addresses the content-based features and style-based features with a high degree of detail and insight. - There are no errors in English mechanics and no typos.	10	20	20.0
ADDITIONAL DEDUCTIONS - HTML validation errors - Submission instructions not followed. - Site is less than 3 web pages.	Number of deductions =					0	-1	0.0
Additional Comments/Next Steps:						TOTAL / 50		50.0
						PERCENT		100.0