PROJECT 1
The Retro Product Micro-site

DESCRIPTION

Design, develop and launch on a public web server a small web site promoting an actual product or service of your choice that was on the market before the Internet. Make it convincing.

INSTRUCTIONS

1. Decide on an old product or service that was on the market before the Internet.
2. Assemble or collect some promotional copy and images.
3. Arrange the content into the following pages:
    a. Promotion details (Why is this such a great deal?)
    b. About the product/service (What makes this thing so great?)
    c. Rate or add comments or feedback about the product/service (How do customers tell you what they like/dislike about this thing?)
    d. Support (How do I get help if I need it?)
    e. Corporate information (Who is the company behind all this?)
4. Construct the above pages into well-formed, valid HTML.
5. Decide on an appropriate file/folder naming strategy.
6. Include on each page an unordered list of links to provide *consistent* global navigation across the site.
7. Optimize all graphical content and design elements for quick download times.
8. Use appropriate HTML elements to structure your content.
9. Construct an external CSS file to handle background-images, typography, colour and layout.
10. Be sure to comment all code where appropriate (HTML/CSS/JavaScript).
11. Format your code so that it is easy to read and maintain.
12. Have someone *proofread* your completed site for spelling and grammar.
13. Upload the completed site to a web server.
14. Have fun.

TAKE IT FURTHER

1. Attempt some interesting layout effects with CSS.
2. Integrate an interactive CSS-based navigation system (like a drop-menu).
3. Attempt to apply some simple JavaScript-powered interaction.
4. Include a simple rating form or a sign-up for a newsletter.
5. Anything else you can think of … but make it convincing.

Image credit: http://www.toaster.org/

SUBMITTING YOUR WORK

Please upload your micro-site to a live web server and submit the URL to the project on Blackboard. Only submissions on a server will be accepted.

EVALUATION

Please refer to the evaluation criteria (assessment rubric) below. This assignment is weighted **25%** of your total mark for this course.

Criteria	Mark
TECHNICAL EVALUATION	**0-5**
Is the HTML valid and properly structured?	
Are files and folders named appropriately?	
Are HTML elements used for what they mean, rather than how they appear (good document semantics)?	
Are all site pages linked to a common CSS file to apply visual styling?	
Is there a global navigation system that is common to every page?	
Is page content divided into logical parts using semantic sectioning elements?	
Does the CSS file control typography, layout, colors and background images?	
Are site graphics optimized for quick download speeds?	
Effort to implement some other technical aspect of the assignment is evident	
CREATIVE EVALUATION	
Does the site employ some thoughtful or clever experimental HTML or CSS elements? Is there evidence of some ingenuity?	
Is the micro-site convincing? Does it look like a real marketing campaign with compelling copy and graphics?	
Are the pages built with creative and thoughtful CSS and HTML techniques?	
Does the site have a good fit and finish? Is the final product polished and professional in its' presentation?	
Effort to implement some other creative aspect of the assignment is evident	
Total	**/70**