LEARN WEB

ale66

IN-CLASS ASSIGMENT

LEARNING OBJECTIVES

To *put it all together* with the numerous HTML/CSS/JS concepts seen in class

To stimulate curiosity to *go get it* with further web coding

THEME

Refactor the MA COM landing page to make a version that you think will be more effective

Remember the three objectives of landing pages:

- Hero: elict an emotional response to motivates reading on

- Landing, human: to serve as a starting point for reference

- Landing, SEO: to make the page (and then the MA) *popular*

MATERIALS

Two possible starting points:

- the original page, which is available locally in file com_landing_original.html

- the refactoring seen in class (with Torre Velasca) in file com_landing_seen_in_class.html

RESOURCES:

- a simple CSS in ./styles/mystyle.css

- a local copy of ./styles/verde_moderna.css for the CSSZenGarden

- some stock images in ./imgs/

IDEAS FOR YOUR IN-CLASS PROJECT

IDEAS, A

The '*lab* photo is in ./imgs/sc_pol-10-cropped.jpg

Consider how to re-deploy it in your project by, e.g., a smallsizing or a black/white rendering to avoid the blue screens

IDEAS, B

Provide more relevant links, e.g.,

- example syllabi or curriculum details

- student testimonials

- research centers or labs

- alumni networks

IDEAS, C

Find the YouTube video where the Programme director for MA COM is interviewed

- embed that or other videos

- consider adding a caption or description

IDEAS, D

Embed relevant interactive maps from Google maps

Links to live ATM mass transit information?

Links to wiki pages of nearby landmarks, .e.g., Chiesa della Passione

IDEAS, E

Emojis?

They can be embedded, e.g., from w3schools.com

Could you re-pourpose them as, e.g., - section headers - call-to-action buttons - navigation elements

SUBMISSION

Please upload your work to the Assigment tool inside the MS Teams channel of your class; refer to it for deadlines etc.

Submit all edited files and new resources

For videos, upload them to YT/Vimeo then link them; the same is possible for pictures via IG or similar

Feedback is quantitative (a mark) and qualitative