

# Learn Web

ale66

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## 1 In-class assignment

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### 1.1 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

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## 1.2 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: elicit 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*
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## 1.3 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](#)
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## 1.4 Resources:

- a simple CSS in [./styles/mystyle.css](#)
- a local copy of [./styles/verde\\_moderna.css](#) for the CSSZenGarden
- some stock images in [./imgs/](#)

# 2 Ideas for your in-class project

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## 2.1 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

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## 2.2 Ideas, b

Provide more relevant links, e.g.,

- example syllabi or curriculum details
  - student testimonials
  - research centers or labs
  - alumni networks
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## 2.3 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
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## 2.4 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

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## 2.5 Ideas, e

Emojis?

They can be embedded, e.g., from [w3schools.com](https://www.w3schools.com)

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

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## 2.6 Submission

Please upload your work to the Assignment 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