COMP 1054 – Web User Interface Design

Project Two | Selling Out

Description:

Design (or redesign) and construct a single product page for a web store. The product page will feature a product description, image(s) of the product, a simple 'Add to Cart' form, a product rating, product reviews, related product suggestions and appropriate branding with navigation elements.

Instructions:

Please read and follow the instructions carefully:

1. Study several product pages featured in popular web stores (like Amazon, Walmart, etc.) to get some ideas about how a well-designed product page is laid out.
2. Select a particular product (an existing product, please) that has several different properties (such as variable colours or sizes).
3. Obtain good-quality photographs of the product (or take your own shots).
4. Design an appropriate layout (pencil sketches on paper, first).
5. Carefully craft all of the HTML (before taking on the CSS). Be sure to include all of the content mentioned above in the description. Validate your HTML to be sure it is free of errors (http://validator.w3.org/).
   a. Build the page using HTML5 structural and semantic elements.
6. Build out the CSS to control the layout, typography, colours and any background images.
7. Have fun. Be creative, but practical. Make this look like a real product page.

Submitting Your Work

Upload all the required files to your webserver, then submit the URL along with a zipped folder containing your project files to Blackboard.

Evaluation

Please refer to the chart below for the breakdown of marks.

Criteria	0 - 1	2 - 3	4 - 5	Mark
HTML and CSS is valid, properly structured, formatted and commented.				/5
Font sizing is controlled effectively by setting an appropriate base font and sizing all other elements based on this value (as achieved in the previous assignment).				/5
The HTML uses suitable structural elements that are arranged visually with CSS layout techniques.				/5
An HTML form is built for a simple "Add to cart" feature that is properly and thoughtfully structured.				/5
There are additional technical aspects of the page that go beyond the basic project requirements.				/5
The page layout is balanced, there is good use of white space, imagery, blocks of text and other interface elements.				/5
The typography is well thought-out in terms of effective font face choices and type treatment in terms of readability of body text and legibility of headings.				/5
There are innovative or imaginative components to the page that enhance the user experience.				/5
Other creative features of the page or interface are included that go beyond the basic project requirements.				/5
Total				/45

Additional Resources

For inspiration, look at well-designed product pages at popular clothing, electronics, sporting goods stores and brands.