

Website Proposal for The Cheap Collegiate

Reed Eckert Piernock

University of Maryland, University College

Fundamentals of JavaScript

CMST 388.7980

Professor Sadiq Nuur

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Website Description

The goal of this project is to create a website for a fictional local brick-and-mortar book shop that sells used books to college students at discounted prices. The website will be an extension of the store, and invite students to browse the shop and purchase their books at the store's location.

Site Title

The title of the website is The Cheap Collegiate, the same name as the physical store.

Developer

The main developer for this project will be Reed Piernock.

Project Definition

The homepage will include navigation links to other pages across the website, a feature photograph of the store, including local college students with textbooks, brief information about the store's physical location, and callouts to upcoming events.

The structure for the site is hierarchical; visitors will enter the website through the homepage and use the navigation links to browse the website. The navigation links will be present on all pages of the website to better allow users to find the content they are seek.

The structure of the website will be static — not using a content management system — and will be coded using standard HTML5, CSS, and JavaScript.

Content Development

The homepage, as described above, will be the main point of entrance for the website. It will include a brief overview of the physical store and invite users to browse the information available via the other pages of the website: store location, events, staff picks, about, and contact.

The website's audience is local college students. The information on the website will specifically cater to the needs of these students, explaining the required textbooks and other essentials, such as notebooks, pens, planners, etc. The website will be updated with new information at the beginning of each semester, i.e. August and January. Events and store-specific information will be added or updated as needed.

Design Considerations

The main template for the website will include a banner across the top of the webpage, main website navigation links down the left side of the page (in desktop browser view), basic store information under the navigation menu, and main website content in the large body area; some pages may include callout information on the right side of the page (in desktop browser view).

Storyboard

Full wireframes of each page of the website are included at the end of this document.

Graphics and colors



Figure 1: clipart of a stack of books used for the store and website logo

The store's logo is a stack of books (IggyOblomov, 2015). The store's main colors of deep blue and gold also serve as the inspiration for the website's color scheme.

| | |
|------------------------------|------------------------------|
| midnight blue #191970 | gold #ffd700 |
| | |
| blue highlight color #bfbfff | gold highlight color #b38b00 |
| | |

Figure 2: main color scheme for the website

Typeface selections

Golombisky & Hagan (2010) recommend including only two fonts in a design: one for the headlines and one for the body (p. 40). This website will Helvetica as the main font (with Arial as a suitable backup), with Bitter as a contrasting font for headlines and other pieces of callout information. Bitter is not a standard system font, and will be included via JavaScript on the website using the Google Font repository.

The Cheap Collegiate

Figure 3: typography for headlines on the website, using the Bitter font

Project Plan

The final deadline for the project is Sunday, December 13. Upon approval of this proposal, development on The Cheap Collegiate website will begin immediately.

| | |
|---------------------|---|
| Sunday, November 15 | Submit project proposal. |
| Monday, November 16 | Begin preliminary HTML5 outline for the main website template. Include basic CSS for layouts and structure. |
| Friday, November 20 | Begin first draft website testing for layouts across desktop and |

| | |
|----------------------|---|
| | mobile browsers. |
| Sunday, November 22 | Upload first draft of HTML and CSS files for the website to Nova server. |
| Monday, November 23 | Begin collecting website content: images, body copy, form fields, inventory, |
| Tuesday, November 24 | Build content into existing website files, including copy and images. Include sample content and HTML code for content that will be generated through JavaScript. |
| Friday, November 27 | Begin second draft website testing to include website content. |
| Sunday, November 29 | Upload second draft of HTML and CSS files for the website to Nova server. |
| Monday, November 30 | Begin building additional JavaScript functionality into website, for content and functionality. |
| Sunday, December 6 | Upload third draft website of HTML, CSS, and JavaScript files for the website to Nova server. |
| Monday, December 7 | Begin final full website testing, including desktop and mobile browsers, for layout, structure, style, content, and functionality. |
| Friday, December 11 | Upload final website to Nova server. Run testing once more for any outstanding items. |
| Sunday, December 13 | Submit complete finalized website. |

Coding Rationale

Web standards and accessibility ensure that anyone, no matter the level of ability or the device used, can understand and navigate the web; using the latest standards versions of HTML5, CSS3, and JavaScript assist in creating website that offer content and interactivity to anyone browsing (Zeldman, 2009; Charski, 2015; Gibson, 2015). Coding to standards also provides developers with consistent code that is easier to comprehend and easier to maintain.

JavaScript is a client-side, object-oriented scripting language that adds functionality and interactivity to create dynamic web pages; it is supported by nearly every modern web browser, and is an important and prolific language for front-end web development (Pollack, 2013).

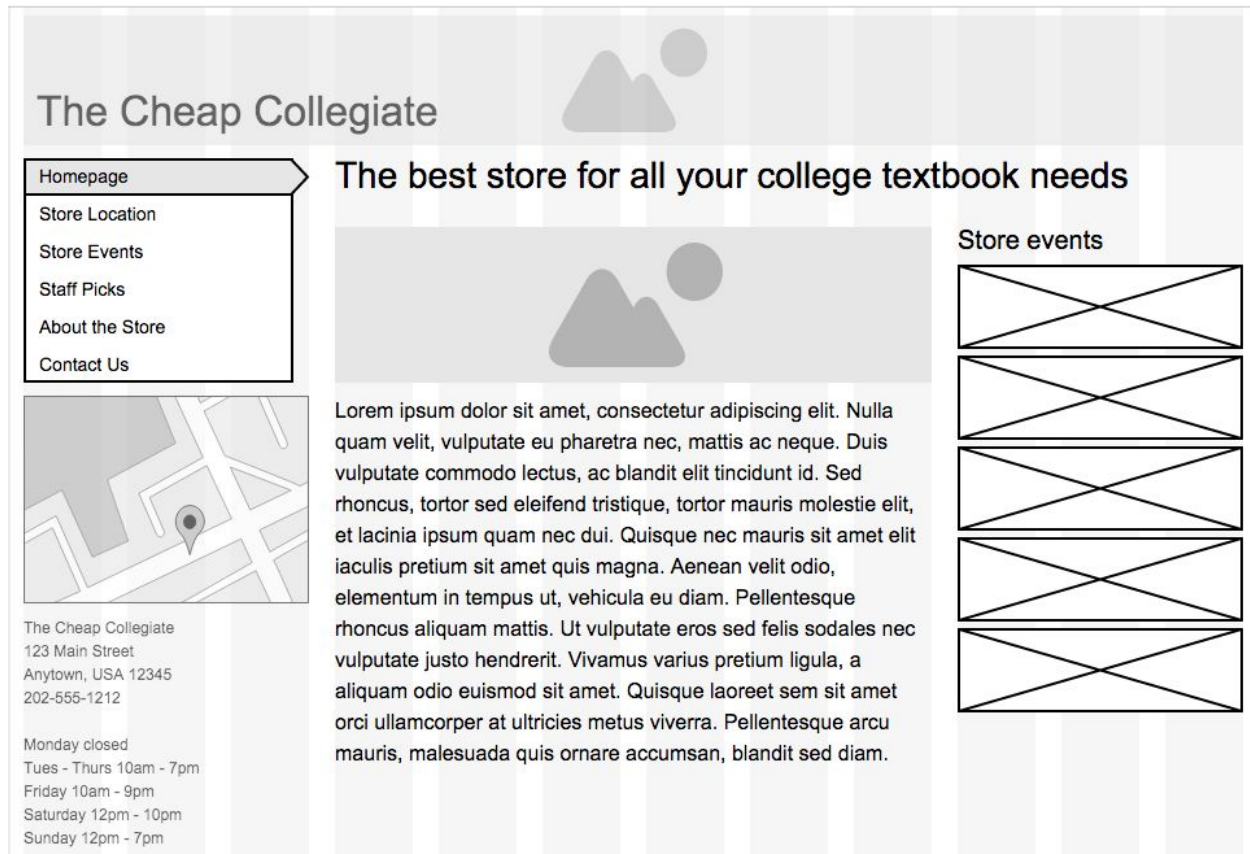
Because JavaScript is client-side, it can be to validate content, such as the information entered into the contact form, without putting strain onto the server.

Building with progressive enhancement involves focusing on content first and developing websites and web applications from the bottom up with the most basic structure; additional styles and functionality are then included, while still retaining the available of content for each user (Gustafson, 2008; Gustafson, 2011). The Cheap Collegiate website will first be coded with content in mind, then additional functionality will be added through JavaScript, such as interactivity through image rotators and validation on forms before submission.

Instead of creating separate websites or applications for each device, Marcotte (2010) recommended fluid layouts and flexible images as the basis for responsive web design, with CSS media queries controlling the differences in style and layout for different screen dimensions. Such websites deliver the exact same content to users, regardless of device, yet media queries allow the theme to accommodate the available screen space, making websites easier to read and navigate.

Wireframes

Homepage



The homepage includes an overview of the store's information, including a highlight of store events on the right side of the page (in desktop browser view). The feature photograph rotates through a series of photos using JavaScript.

The Cheap Collegiate

- Homepage
- Store Location
- Store Events
- Staff Picks
- About the Store
- Contact Us

Store Location

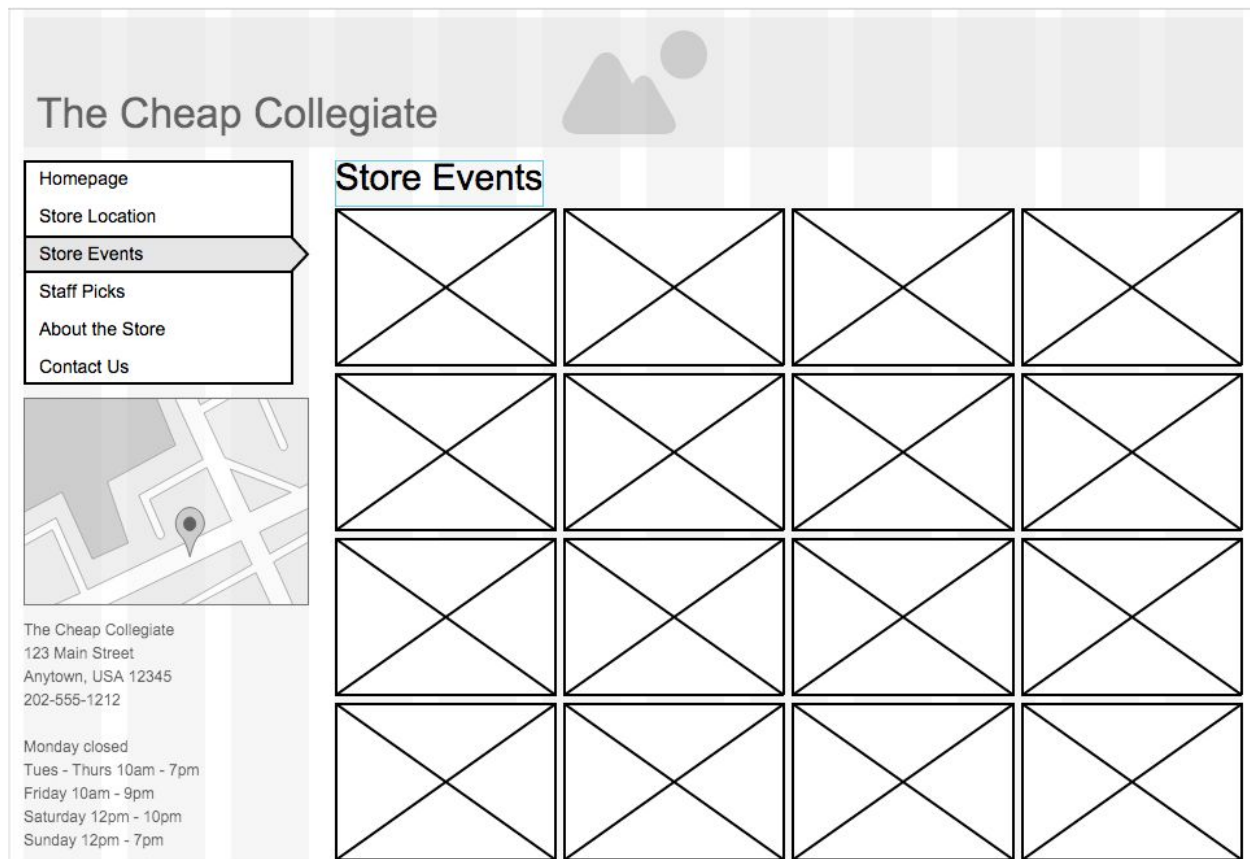
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Sed rhoncus, tortor sed eleifend tristique, tortor mauris molestie elit, et lacinia ipsum quam nec dui. Quisque nec mauris sit amet elit iaculis pretium sit amet quis magna. Aenean velit odio, elementum in tempus ut, vehicula eu diam. Pellentesque rhoncus aliquam mattis. Ut turpente, eros sed fella, ordo de...

The Cheap Collegiate
 123 Main Street
 Anytown, USA 12345
 202-555-1212

Monday closed
 Tues - Thurs 10am - 7pm
 Friday 10am - 9pm
 Saturday 12pm - 10pm
 Sunday 12pm - 7pm

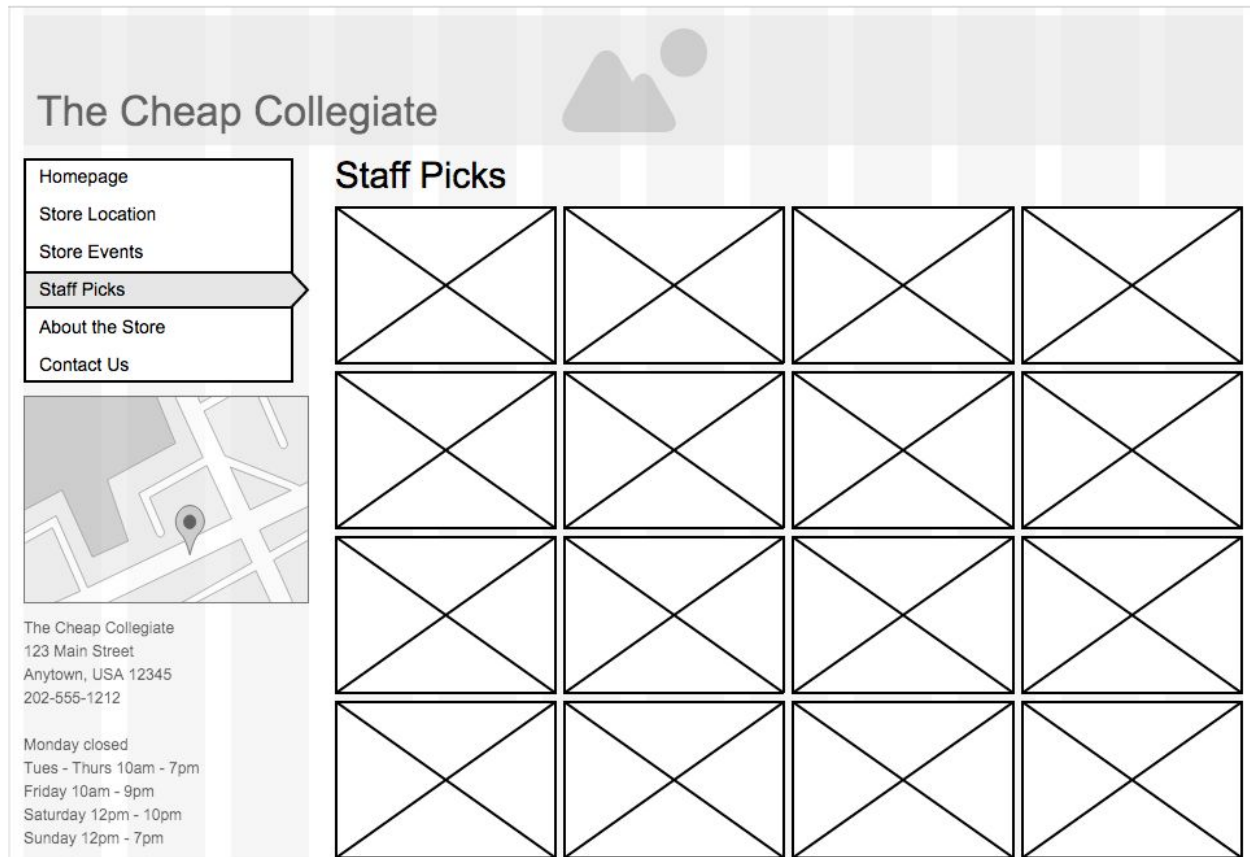
The store location page shows a photograph of the physical store location and includes a map to the shop and a link to Google Maps for more detailed directions.

Store Events



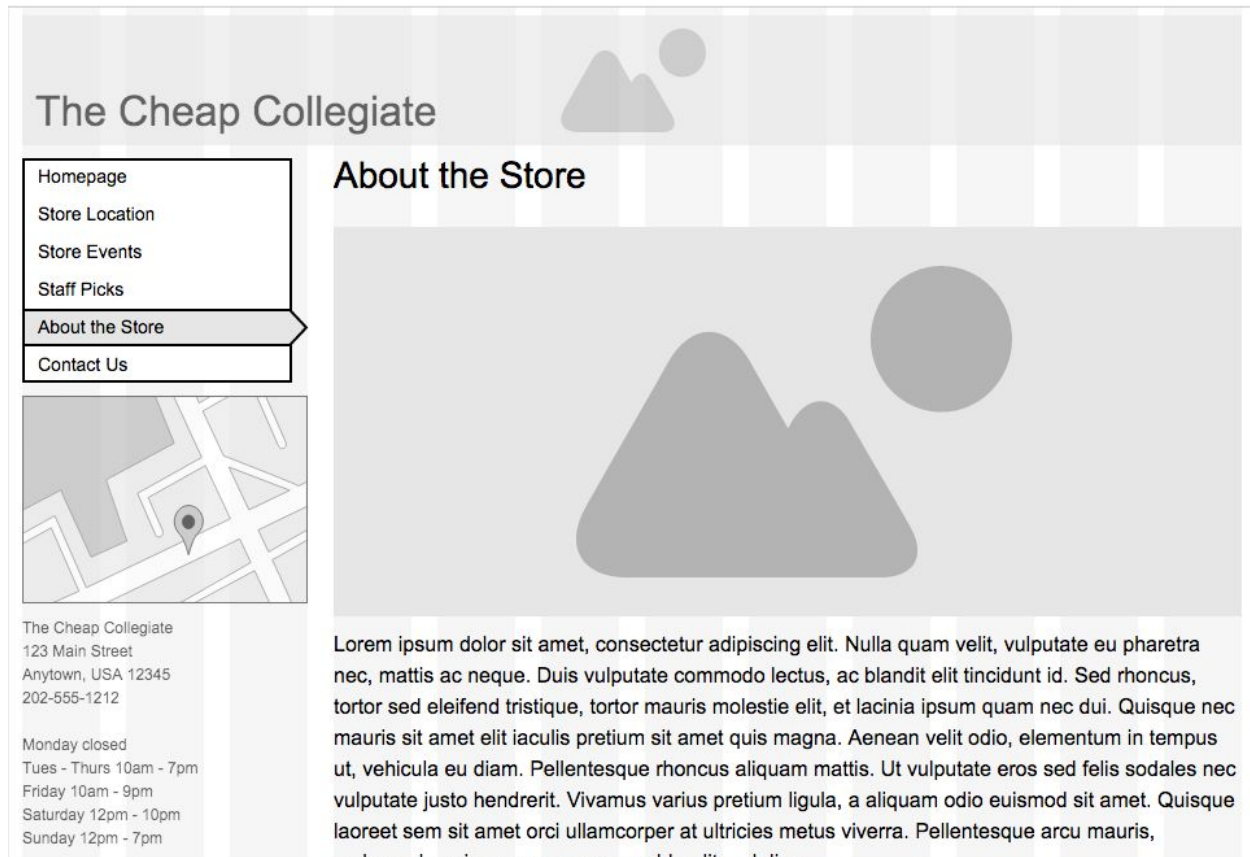
Store events are included on this page using JavaScript arrays to populate the list with data.

Staff Picks



Staff picks are included on this page using JavaScript arrays to populate the list with data.


About the Store




The about page displays a photograph of store staff with a description of the store, its history, and its mission.

Contact Us

The Cheap Collegiate



- Homepage
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Contact Us

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Sed rhoncus, tortor sed eleifend tristique, tortor mauris molestie elit, et lacinia ipsum quam nec dui.

store@cheapcollegiate.com
202-555-1212

Name

Email

Phone

☒ Lorem ipsum

☒ Nulla quam velit

☐ Please subscribe me to your newsletter.

What would you like to contact us about?

The contact page not only includes the store's email address and phone number, but also a form to submit with any questions. JavaScript will be used to validate the data before the form is submitted.

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