1. Revised Web Site Description:

The site I will be working on completely focused on my friend Lynn's business —piano teaching.

A Home page will be redirected to News, Profile, Course, Testimonials, FAQ, Contact and Student Resource page.

Home page: will have a picture gallery. Lynn or her student's piano performances may be the background music. Alternatively, a YouTube video of their performance will be included. The site language will be convertible.

News page: will post Lynn and her students' news which is related to Lynn's teaching effort. Also Lynn's current blog articles on music teaching will be contained.

Profile page: will have several paragraphs telling Lynn's experience, specialties, education and accreditation, and teaching methods, and so on.

Course page: will include teaching location, rates, genre, instruments and subjects, levels taught, languages and other essential information about the courses she teaches.

Testimonials page: will contain a written declaration certifying to Lynn's character, conduct, or qualifications, or to the value, excellence, etc.

FAQ page: picked most frequently asked questions will be asked by Lynn. Fragment id will be applied for visitors' convenience.

Contact page: will have a Google map indicating the location of Lynn's studio; will list all the methods you can contact or communicate with Lynn to arrange a free interview, including email, phone or text. Visitors are even able to follow Lynn on Facebook. (a studio profile set on Facebook will be an additional work beyond the terms of project)

Student Resource page: will contain links of useful websites on piano study and some student files for exercises (and/or Lynn's album) will allow to be downloaded.

2. Final Proposed Domain Names:

- lynnpiano.ca

- yingyingpiano.ca

- vanpiano.ca

3. Final Design Goals and Design Differentiation:

Through reviewing other web sites on similar topics, I found that most of the sites provide English version web page only and they nearly do nothing but ask you to contact the teacher ASAP for class. To stand out in the crowd, Lynn's site will have bilingual web pages and will tend to be a site as usable as possible to those students who won't take Lynn's classes but intend to study piano or pass the Conservatory Music Exam.

Convertible Site Language

My client Lynn has a Bachelor Degree in Piano Performance which is obtained in China and a Master Degree in Music Education in Canada. Her educational background and natural talent as a teacher, makes her undoubtedly one of the best bilingual (Chinese & English) music teacher in Vancouver. Bilingual teaching gives her advantage and parents from great China area preferred to send their children to her studio. To fully take advantage in bilingual, her website will be capable of changing language by click the flag button at top right corner of the Home page. Considering not all the visitor's PC or Mac has installed the Chinese fonts, the web pages will be coded with more beautiful, readable, accessible web fonts using Google web fonts or the like.

Helpful and Accessible Student Resources

This site is not only to advertise Lynn's business, but also to help the students preparing for the Conservatory Music Exam with downloadable student resources, such as, picked exercises and Lynn's blog articles. By adding student resources, the website can be indexed with more descriptive information by search engine programs which could appeal to more potential clients/students. According to Lynn's statistics provided, the majority of her students are ages 5 – 18, and range in ability from early intermediate to advanced studies. When designing website to appeal to her target audience, I will be mindful of the access to the Web from mobile devices as most of her target audience is predicted to require mobile access for convenience.

Figure 1.0

4. HTML 5 and CSS Techniques Intended to Use:

a) An appropriate sub-folder organization will be used for the web-site

The organization will look like **Figure 1.0**:

b) **Testimonials page will** employ appropriate multiple column design using Table Layout

c) External Style Sheets used to style entire web site for consistent look and feel

📁 contents
📁 images
📁 resources
📁 styles
📄 contact.html
📄 course.html
📄 faq.html
📄 index.html
📄 news.html
📄 profile.html
📄 resources.html
📄 testimonial.html
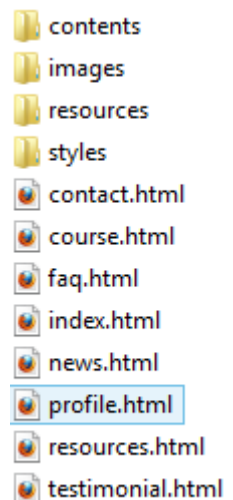
d) Navigation menus or bars, created as a semantic list, with either text or icon button simulation. Including user feedback using anchor pseudo classes.

e) **Contact page** includes email capability to both the owner of the site and the web site developer (in case of problems to report).

f) **FAQ page** features internal navigation through the use of fragment ids.

g) **Testimonials page** features information formatted in an HTML table.

h) Relative hyperlinks will be used to link to web pages within the site. And the organization is shown as below:
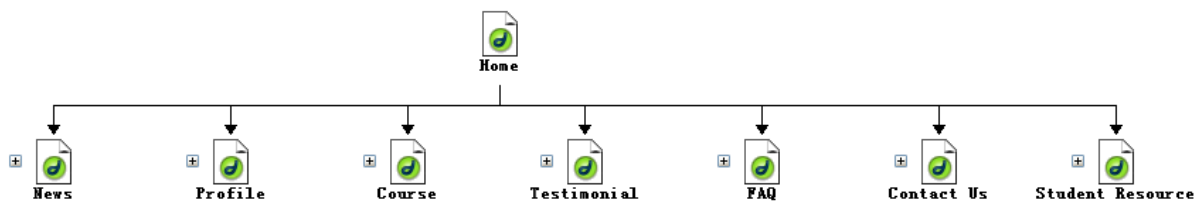
5. Wireframe Design for the Key Pages
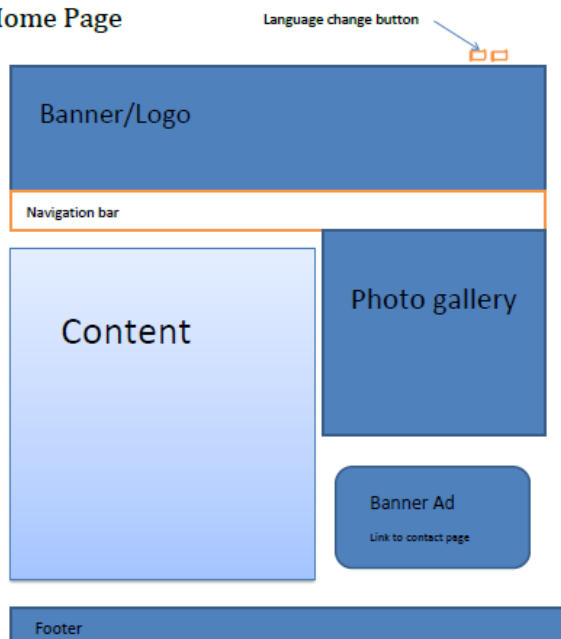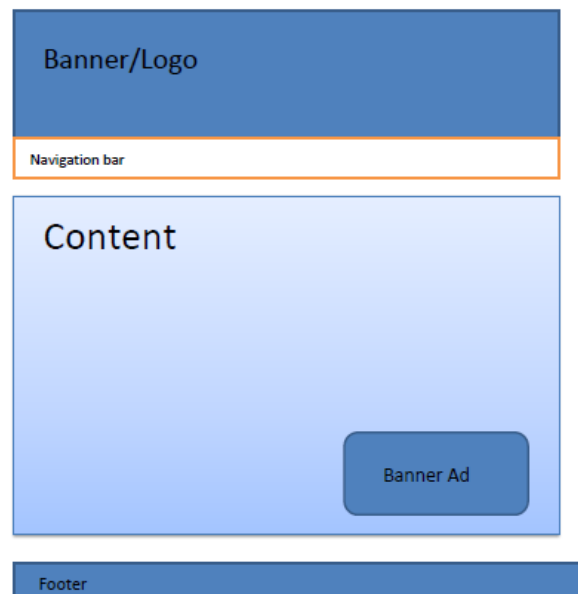
6. Web Page Prototype/mock-up: *check the attached folder named *Design* for prototype pages

Home Page

Banner with the logo of Lynn Piano Studio

Home | News | Profile | Course | Testimonial | FAQ | Contact | Resource

About me

Lynn has a Bachelor Degree in Piano Performance and a Master Degree in Music Education. Lynn had many years of depth research in piano teaching and music education (Kodaly and Orff Method) which equips her with solid foundation to meet the future working requirements. Lynn took specialized courses, such as piano performance, piano pedagogy, music theory, music history, harmony and counterpoint, Kodaly and Orff method, philosophy of music education, and educational psychology. Lynn studied piano with Robert Richardson, Dr. Lawrence Jones and Dr. Joan Miller in Canada.
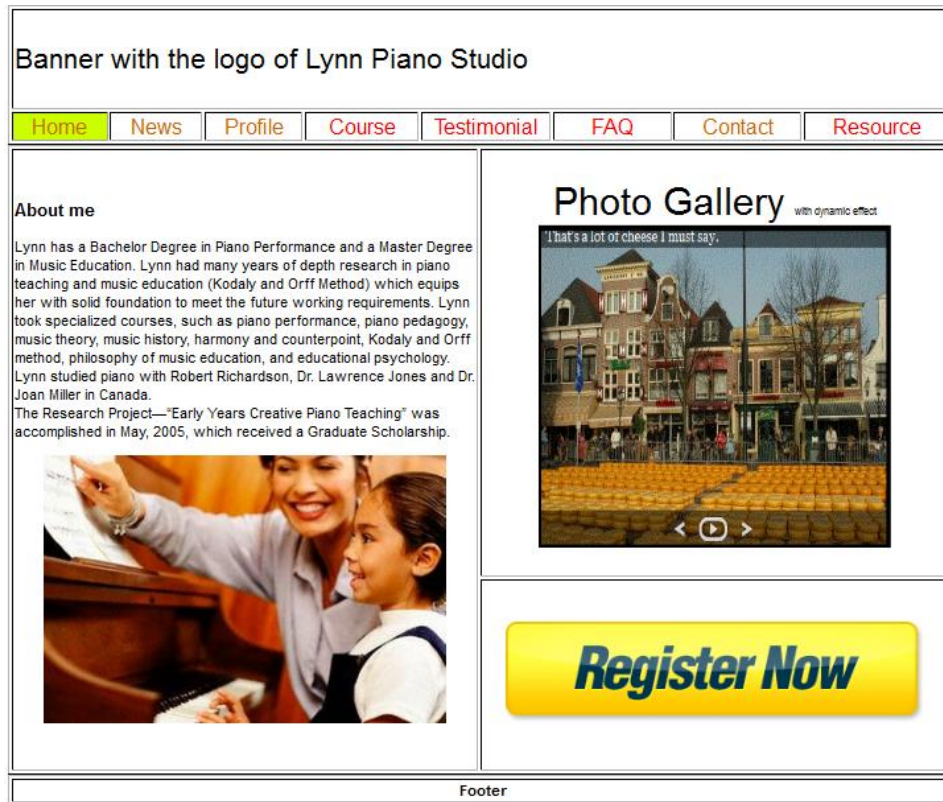The Research Project—"Early Years Creative Piano Teaching" was accomplished in May, 2005, which received a Graduate Scholarship.

Photo Gallery with dynamic effect

'That's a lot of cheese I must say.

Register Now

Footer

Other Pages

Banner with the logo of Lynn Piano Studio

Home | News | Profile | Course | Testimonial | FAQ | Contact | Resource

1. Good New! Lynn's student Yang Tan won the International Chopin Piano Competition! 11/4

2. Lynn's tips for her students 11/1

3. Lynn's Blog Available 11/1

4. Unbelievablly,Lynn's student Tom Liu took RCM exams and got 99 marks. 10/24

Lynn is very proud of her student

<these images should have dynamic effect in a gallery>

Register Now

Footer

Banner with the logo of Lynn Piano Studio

Home | News | Profile | Course | Testimonial | FAQ | Contact | Resource

Experience
Lynn has had ten years' private piano teaching experience both in China and Canada. As a member of B.C. Registered Music Teacher's Association, she maintained a successful studio in Vancouver West and supervised in music schools. Many of her students participated Kiwanis Music Festival, Richmond Music Festival and BCRMTA Music Festival, and achieved the prizes and medals. Lynn helped her students to take RCM exams and most of them could achieve marks above 90.

Specialties

Lynn teaches from beginner to ARCT levels and specializes in students of all ages.

Education and Accreditation

M.Mus., B.Mus., Membership of BCRMTA, RCM Registed Teacher

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