

## Assignment 3 - Web Site Development Project

Worth 25%

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### Purpose

*To design, develop, and publish a web site using recommended design practices.* Your Project will demonstrate mastery of the web development skills and concepts learned in this paper.

The project must be designed and implemented by you. *The use of free or purchased web site templates are not permitted* (e.g. no Dreamweaver, Drupal, WordPress, Blogger, Facebook templates nor those from the textbook's *Case Study Lab*). Work based on a non-original template will not achieve a passing grade.

As part of your planning (detailed on the next page) and included in the submitted report, you should clearly describe the intended audience and the purpose of the site.

### Your site **MUST** have

- a home page and 6 - 10 content pages (no more than 10), which have a consistent format and include content relevant to your intended audience. Linked images and PDFs are not part of this page count.
- a table, utilizing data effectively
- all formatting done via CSS using an external CSS file containing at least six styles
  - don't use the FONT tag, or inline, embedded, physical or logical styles.
- one or more forms that contains at least four fields including one that is numeric and an email address. These must use the appropriate HTML5 elements.

When the form submit button is pressed, the form data along with the current timestamp is saved to HTML5 localStorage. You have a page called *collected\_data.html* that has buttons that can both *Display Submissions* and *Clear all* collected form submissions.

### Each page must:

- include appropriate page title and meta-tags
- have links to **both HTML & CSS validators** such as can be found here: <http://jigsaw.w3.org/css-validator/> and here: <http://validator.w3.org/>. If this is not possible you need to include screenshots of your web pages being validated.
- include a multimedia element (you are not required to create the multimedia content, simply include it). You can create your own multimedia content if you like.
- have an e-mail link (which can be fictitious – you don't need to use personal email address)
- adhere to accessibility guidelines: <http://www.w3.org/WAI/WCAG20/quickref/>
- There is a W3C list of accessibility checkers here: <https://www.w3.org/WAI/ER/tools/>

### Your site should **NOT** use

1. handlers e.g. ASP, CGI scripts that have been used elsewhere in this course.
2. pages based on <FRAME > or < TABLE >
3. < IFRAME > based page
4. pages that contains little or no text or content other than images
5. Spry Widgets from Dreamweaver

# Planning

## Initial Proposal

You are encouraged (but not required) to request feedback via Stream from other class members by posting a single page ***topic proposal document*** covering the following:

1. What is the purpose of the site?
2. What do you want the web site to accomplish?
3. Who is your intended audience?
4. What opportunity, problem, or issue is your site addressing?
5. What type of content might be included in your site?
6. List at least two related or similar sites found on the Internet, and why you chose them as exemplars.

## Planning Analysis

As you develop the site, you will need to consider all following:

### 1. Web Site Goal

- *Describe the goal of your web site in one or two sentences.*

### 2. What information do I need?

- *List where you will obtain the content (facts, text, graphics, sounds, video) for the web pages you listed above.*

### 3. How will your project use a form?

- Describe what information you'll collect and why. Examples of using a form might be to offer feedback, provide a survey or poll, offer subscriptions to a newsletter, etc.

### 4. A Site Map:

Using whatever tools you like, draw a site-map that shows the hierarchy of pages and relationships between the pages. Useful guidelines on sitemaps and sitemap design tools can be found online.

### 5. A Page Wireframe:

create a wireframe model of a page that clearly shows the logo, navigation, content, and footer areas.

You have using any tool you like including these:

<https://gomockingbird.com/home>

or <http://mashable.com/2010/07/15/wireframing-tools/#sjCAYZUWwZqy>

# Contents of the Final Report

Include your name and ID. When discussing the sections outlined below (when appropriate) include screenshots of from your published website.

**The report need not be long, but should include the following:**

## **Introduction**

1. who is your intended audience?
2. what is the purpose of the site - what do you want it to accomplish?
3. what opportunity, problem, or issue is your site addressing?
4. list at least two related or similar sites found on the Internet.
  - why you chose them?

## **Analysis:**

- include the five sections from the *Planning Analysis* on the previous page.

## **A critique of the site:**

- what do you think is good?
- given more time, what would you improve?

## **Appendix:**

- include all the JavaScript code and the related HTML.

# What to submit

## **Submit via Stream**

1. your Final Report
2. a ZIP archive that contains all the code on your website. Zip up the contents of your Eclipse static website folder where you have created your website. **Important: your project will need to run in a web browser outside of the development environment you used to create it. Please test and ensure that this is the case.**

# Marking Scheme

Your submitted work will be assessed primarily on following criteria

	<b>Good 5</b>	<b>Average 2.5</b>	<b>Needs Improvement 1.25</b>
<b>Purpose</b>	Clearly stated	Unclear	Missing
<b>Target Audience</b>	Demographics clearly described (age, gender, education, socio-economic)	Generally described adequately	Missing
<b>Visual Appeal</b>	Use of colour, contrast, text, graphics is appealing to target audience	Appealing to target audience in all but one area.	Not appealing to target audience in more than one area
<b>Navigation</b>	Easy to use, consistent	Inconsistent/difficult to use	Missing
<b>Accessibility</b>	W3C Guidelines followed	Two or fewer instances where W3C guidelines are not followed	Three or more instances where W3C guidelines are not followed
<b>Page Titles/ Logo Area</b>	--	Descriptive and include the site/company name	Missing or do not include the site/company name
<b>Table</b>	--	Correct syntax	Missing or incorrect syntax
<b>Graphics</b>	--	Correct syntax	Missing or incorrect syntax
<b>Animated Image</b>	--	Correct syntax	Missing or incorrect syntax
<b>E-mail Link</b>	--	Correct syntax	Missing or incorrect syntax
<b>Outside Link</b>	--	Correct syntax	Missing or incorrect syntax
<b>Meta tag</b>	Correct syntax (description meta tags), excellent selection of keywords and meaningful description	Correct syntax (description meta tags), adequate selection of keywords and description	Missing or incorrect syntax
<b>Form Coding</b>	Correct syntax, meaningful form element names	Correct syntax	Missing
<b>Form/Local Storage functionality</b>	Form data is saved to local storage & can be viewed at a later time	Form information not processed correctly	Form not configured for processing
<b>HTML Validation</b>	Required number of pages pass	Less than the required number of pages pass	No pages pass
<b>CSS Validation</b>	External CSS file is present and passes validation	External CSS file is present but does not pass validation	External CSS file is not present or does not pass validation
<b>Javascript - code structure &amp; clarity</b>			
<b>THE REPORT</b>			