Web Development 2

CMS Project Proposal

Goal: Develop a short but engaging plan for building a Content Management System (CMS) based on customer requirements using PHP and various other web development technologies.

Scenario: You are a contract developer working from your home in Winnipeg, Manitoba. For your next contract you hope to build a Content Management System website for a Winnipeg-based business, not-for-profit, or individual. This organization has released a requirements document for a CMS they wish to have built. You must write a proposal to bid for this contract. Your proposal document should be engaging, detailed, and professionally formatted if you want to get the job.

Planning Requirements

Your planning proposal document must include the following **two** sections:

- Description of the CMS Site
- Database Structure Description

You will be submitting your proposal as a DOCX or PDF file using Learn.

Proposal Details

Description of the Content Management Site

This is your chance to customize the type of content management system you wish to build. The information in this section will be fictional and of your own creation. In this section you are defining the role your instructor is going to play as the client who requires this CMS.

What constitutes a "page" in your system is up to you. Your CMS might store information about professional athletes, Pokemon, sneakers, or whatever else you wish.

This section must outline the following information about the business you wish to work for:

- The name of the business, not-for-profit, or individual.
- A brief description of this organization and why they require a web-based CMS.
- A description of the various types of users of this CMS and their roles.

Database Structure Description

This section will contain a description of the database structure you plan to use for the proposed website. An ERD or class diagram of the database schema will also be provided. ERDs will be provided as images embedded within the proposal document, not as separate files.

The description of your database must include:

- The name of the tables.
- A brief description of why each table is required. One sentence if possible, two max.
- A description of the associations that will exist between these tables.

IMPORTANT: The main table associated with your CMS pages needs to have at least **four** columns. So, for example, if

you were building a [Pokemon](#) CMS your page table columns might include an id (int, primary key), a name (varchar), hitpoints (int), attack (int), defense (int), etc.

This database schema may be subject to change as you develop your CMS. You will not lose marks on the project if you vary from your initial design. Be sure to read through [the project requirements document](#) to better reason about the tables you will require.

Marking Rubric

There are a total of **5 marks available** that will go towards your overall project mark.

Proposal Section	2 Marks	1 Mark	0 Marks
Description of the content management system.	All required details were included. These details are clear and thoroughly described.	Some of the required details were missing or not fully explained.	Many of the required details were missing, inaccurate, or confusing.
Database Structure Description	All reqired details were included. The required tables are clearly described. A properly formatted ERD describing the database schema is provided as an image within the proposual.	All required details were included. The required tables are clearly described, but no ERD was provided.	The required database table descriptions were missing, inaccurate, or confusing.
Overall Proposal Impressions	N/A	Your proposal stood out compared to everyone else's. The content was concise, accurate and engaging.	Your proposal looked pretty much like everyone else's. The content was technically accurate but not overly engaging.

You may be deducted marks for the following reasons:

Deductions	-2 Marks	-1 Marks
Spelling mistakes or grammar errors.	Numerous punctuation, spelling and grammar errors exist and impede meaning.	Occasional punctuation, spelling and grammar errors were present but don't impede meaning.
Lack of professional visual appeal.	Formatting is repeatedly inconsistent in styling, spacing, and/or alignment, making the proposal hard to read.	Formatting is occasionally inconsistent in styling, layout, spacing, and/or alignment, reducing attractiveness.

IMPORTANT NOTE: You must submit a project proposal and have it approved by your instructor in order to receive **any** marks on your projects. If you miss the submission deadline for the proposal you will still need to submit one before you begin your project. Late project proposals will receive a mark of zero.