DWD 278 Project Information

Student Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

For this class, you will be responsible for creating a small, personal brand website.

Your personal brand is something that will be increasingly important as you move from student to professional. You need to stand out as much as possible from other candidates who are vying for the same positions and contracts as you will be. In the past, this was often done with a well-crafted resume, a good in-person interview, and possibly some word of mouth. Today, however, the pool of potential candidates is vast, even virtual. Since you are all new to the profession, it is unlikely you will have outstanding recommendations (IE the “need a job to get job experience, to get a job’ conundrum). The best way to do this now, and for the foreseeable future of your career, is to start creating/cultivating your personal brand.

A fantastic place to start for this is a personal website. You will include this site on resumes, business cards, email footers, flyers, pens or other swag that you inevitably procure to hand out to potential employers. You want your name, your ability, your work, and your experience to be readily available and known by many people.

To this end, you want your personal site to showcase the best work you are capable of. This pertains to both the presentation quality and functionality of your site, as well as the content you populate it with. While you can (and should) include some personal details about yourself, you should think of this as a a sort of resume/highlight reel of your career. Some examples of this can be found in the links below.

1. <http://www.webhostingsecretrevealed.net/blog/web-design/20-best-personal-websites-in-2013/>
2. <https://www.themuse.com/advice/the-35-best-personal-websites-weve-ever-seen>
3. <https://www.forbes.com/sites/jacquelynsmith/2013/04/26/why-every-job-seeker-should-have-a-personal-website-and-what-it-should-include/#62d54524119e>

For now, the quality and quantity of your content won’t rival that of a 10 year professional, and that’s fine. The one thing you can put on display is the breadth of things you work on, as well as your continued dedication to improving. There is no harm (and some real potential benefit) to adding code from the very start of your learning journey. No one expects to see perfect python code the first time you tryout the language. No one expects a perfect MVC website that strictly adheres to the industry standards and MVC specification when you put up a small demo/proof of concept website. What potential employers do expect, and appreciate, is that you are constantly working at being better. I would much rather interview and hire a new graduate who is writing code and committing to github daily but has less experience, then a new grad who had strong grades but has no proof of the kind of work they can produce. Keep in mind, grades alone won’t tell an employer what kind of worker you will be.

PROJECT REQUIREMENTS:

OAuth2 integration – allow for optional sign in, do not need to force/require it for access purposes, but this is a very common integration requirement on a website.

Consumption of external Web API – this could be github, google api, etc.

Expose Web API for clients to call – a trivial, yet clever api may be to expose a contact API that allows a user to submit contact details through this as well as through a form on your site.

Minimum of 2 controllers

Minimum of 2 pages (at least 2 views)

Minimum of 1 partial view

Database integration (minimum 2 tables) – one table can be used for visitor/oauth2 tracking

Use of Entity Framework (EF) to access database

Unit tests as appropriate

Bootstrap layout

CSS styled

Bundles/Minification used appropriately

Some collection of previous work, whether this is links to other live sites, a link to git hub, links to code project articles that you have authored. (An integration/link with github alone would suffice for this).

In the future, you would probably want to expand this to include some sort of content management system (CMS), but a landing page/site that is hand crafted using the technology of the time will go much farther than a re-skinned, out of the box CMS site. While the CMS will help you organize and present your content, a custom site will be content in and of itself.

GRADING RUBRIC

|  |  |  |  |
| --- | --- | --- | --- |
|  | Completed (Y/N)  Minimum met(Y/N) | Earned | Possible (in points) |
| Code  (controller count, view count, partial view count, css file, include js files) |  |  | 20 |
| Consume external Web API |  |  | 10 |
| Expose API |  |  | 10 |
| Database integration |  |  | 20 |
| Unit Tests |  |  | 10 |
| Bootstrap layout |  |  | 5 |
| Bundled/Minified |  |  | 5 |
| OAuth2 integration |  |  | 20 |
| Total |  |  | 100 |