COMP1054 – Web Design

PROJECT 2
Selling Out

DESCRIPTION

Design (or redesign) and construct a *single product page* for a web store. The product page will feature a product description, image(s) of the product, a simple 'add to cart' form, a product rating, product reviews, related product suggestions and appropriate branding and global/local navigation elements.

INSTRUCTIONS

1. Study a number of product pages featured in popular web stores (like Amazon, Future Shop, etc.) to get some ideas about how a well-designed product page is laid-out.
2. Select a particular product (an existing product, please) that has several different properties (such as variable colours or sizes).
3. Obtain good-quality photographs of the product (or take your own shots).
4. Design an appropriate layout (pencil sketches on paper, first).
5. Carefully craft all of the HTML (before taking on the CSS). Be sure to include all of the content mentioned above in the description. *Validate your HTML* to be sure it is free of errors (http://validator.w3.org/).
6. Build out the CSS to control the layout, typography, colours and any background images.
7. Have fun. Be creative, but practical. Make this look like a real product page.

TAKE IT FURTHER

1. Attempt to build the page using HTML5 structural and semantic elements.
2. Organize the page elements in attractive columns.
3. Include a table to include a chart, a calendar or some other tabular data (don't use tables for layout purposes).
4. Use a variety of CSS rules to improve the typography – open up the line-spacing, spread out the letters in headings, change the case etc.
5. Anything else that you can dream up…

SUBMITTING YOUR WORK

Upload the HTML, CSS and any media files to a web server and then post a link to the document in the project on Blackboard. Please also upload a .zip archive that includes your HTML file, your CSS file and any media files. *Your work will not be graded unless it is posted on a web server*.

EVALUATION

Please refer to the chart (assessment rubric) below. You will be graded on *how well* you followed the *assignment instructions* from both a *technical* and a *creative* perspective as spelled out in the rubric. This project is weighted **20%** of your total mark for this course.

Criteria	Mark
TECHNICAL EVALUATION	
HTML and CSS is valid, properly structured, formatted and commented.	**/5**
Font sizing is controlled effectively by setting an appropriate base font and sizing all other elements based on this value (as achieved in the previous assignment).	**/5**
The HTML uses suitable structural elements that are arranged visually with CSS layout techniques (positioning, floating/clearing).	**/5**
An HTML form is built for a simple "Add to cart" feature that is properly and thoughtfully structured.	**/5**
There are additional technical aspects of the page that go beyond the basic project requirements.	**/5**
CREATIVE EVALUATION	
The page layout is balanced, there is good use of white space, imagery, blocks of text and other interface elements.	**/5**
The typography is well thought-out in terms of effective font face choices and type treatment in terms of readability of body text and legibility of headings.	**/5**
There are innovative or imaginative components to the page that enhance the user experience.	**/5**
Other creative features of the page or interface are included that go beyond the basic project requirements.	**/5**
TOTAL	**/45**

ADDITIONAL RESOURCES

For inspiration, look at well-designed product pages at popular clothing, electronics, sporting goods stores and brands.