

ASSIGNMENT 2

How Sweet It Is

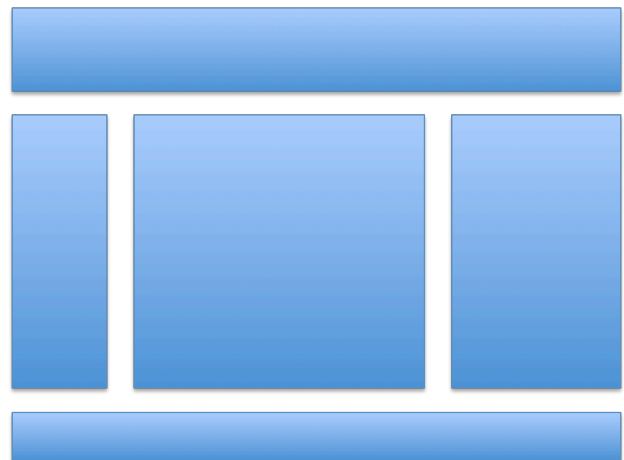


DESCRIPTION

Construct a simple page template with a header, navigation area, sidebar (or aside), page content and footer areas. The page width shall be liquid at a maximum of 960px and a minimum of 720px wide and automatically centered. The design will be a landing page for your favourite brand of candy. Incorporate some interesting facts about the candy, some eye-popping imagery and perhaps even some nutritional information.

INSTRUCTIONS

1. Construct an XHTML 1.0 strict or HTML5 document template that features elements for each of a header, navigation, aside, page content and footer (with appropriate id values or classes added *only* if necessary).
2. Add appropriate copy in the way of paragraphs, lists, links etc. Add also, appropriate page headings to the header, the content area (and possibly the aside and footer).
3. Use CSS to layout the page such that the sidebar, navigation and content areas form three columns, sandwiched between the header and the footer.
4. Include appropriate typographic settings to headings and body copy.
5. Employ a suitable colour scheme that supports your chosen brand.
6. Apply a CSS normalization or reset strategy.
7. Ensure that your CSS is placed in an external file.
8. Make sure that your HTML is valid (check it at <http://validator.w3.org/>).



TAKE IT FURTHER

1. Attempt 4 or more columns to arrange your content.
2. Include a table with nutritional information.

3. Use a CSS (or JS) strategy to ensure that all 3 columns (navigation, content and sidebar) appear to be of equal height, no matter what column contains the most content.
4. Use conditional comments to address any IE rendering issues there may be.
5. Incorporate a variety of positioning techniques for visual elements.
6. 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 assignment on Blackboard. Please also upload a .zip archive that includes your HTML file, your CSS file and any media files.

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 **10%** of your total mark for this course.

| Criteria | Mark (/5) |
|--|------------|
| TECHNICAL EVALUATION | |
| The HTML template is valid XHTML 1.0 Strict or HTML5 with good semantic structure and a variety of suitable elements. | |
| The CSS is placed in an external file and effectively controls typography (font-family, line-height, font-size) and colours. | |
| The HTML uses suitable structural elements which are effectively arranged with CSS layout techniques (positioning, floating/clearing). | |
| Other technical achievements through effective use of HTML and/or CSS are evident. | |
| CREATIVE EVALUATION | |
| Typographic choices suit the page content, with effective styling of headings, body text and other copy. | |
| An effective colour scheme supports any graphics or photographic content and unifies the page design. | |
| Images are incorporated either as content or backgrounds in an effective manner. | |
| There are other creative aspects of the page/template, adding to the user experience. | |
| TOTAL | /40 |