# ASSIGNMENT 1
## Branding & Identity

## DESCRIPTION

Design a single page that might serve as a template for a web site based on a fictitious company logo design of your choice from LogoPond (http://logopond.com/). Use CSS to apply colours, typography and a grid-based-layout that suits the company's brand and colour scheme. Craft your page based on a CSS grid layout framework like Twitter Bootstrap.

## INSTRUCTIONS

1. Select an interesting logo concept from the collection available at http://logopond.com/
2. Devise a grid-based-layout that might serve as the primary landing page (or home page) for the above fictitious company.
3. Construct the grid layout using a CSS layout framework like Twitter Bootstrap (http://http://twitter.github.com/bootstrap/).
4. Fill the layout template with suitable headings and greeked text (lorem ipsum or a suitable alternative) for body copy to simulate real content.
5. Focus on the colour scheme used by the selected logo design, apply appropriate background colours, text colours and font families to the document using CSS.
6. Your layout may be fixed-width, fluid and/or responsive – your choice.
7. Exercise *restraint* when choosing a number of colours and fonts – remember that most often, less is more.
8. Upload your completed page to a webserver.
9. Submit all your files and the URL to your work to the Assignment on Blackboard.
10. Have fun!

## TAKE IT FURTHER

1. Incorporate an interesting global navigation system (tabs, perhaps).
2. Figure out how to hide/reveal certain elements on your page based on whether it's being viewed on a smartphone, a tablet or a desktop (hint – Bootstrap's responsive utility classes).
3. Use some subtle textures or other photographic content to enhance the interface.
4. Add some simple, but effective JavaScript or CSS-based interaction.
5. Anything else you can think of to make the page more fun.

**SUBMITTING YOUR WORK**

Upload the HTML, CSS and any media files to your webserver account and then post a URL 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** | |
| HTML is valid (http://validator.w3.org), well-structured and well-formatted. | |
| CSS rules are placed in the correct location in an external file and are well-formatted. | |
| There are useful and appropriate comments in both the HTML and CSS code. | |
| The grid system (and any appropriate CSS classes and/or ids) is used in an effective manner. | |
| There are other technical aspects of the assignment that go beyond what is required. | |
| **CREATIVE EVALUATION** | |
| The page features an imaginative and visually effective grid-based layout to structure the various pieces of content. | |
| An effective colour scheme is developed that supports the logo design and contributes to the brand. | |
| Typography is thoughtfully put together such that headings are legible and body text is readable. An appropriate font-family is employed. | |
| Careful thought has gone into selecting a variety of HTML elements that describe the content (good semantics). | |
| There are other creative aspects of the assignment that go beyond what is required. | |
| **Total** | **/50** |

**HELPFUL RESOURCES**

The below links may be of assistance to you during the execution of this assignment.
- HTML Validation Service: http://validator.w3.org/

- LogoPond: http://logopond.com/
- Twitter Bootstrap: http://twitter.github.com/bootstrap/