CP1406/CP5638 Assignment 1 – Due 03/04/2022 @11.59 pm
Project Plan & Small Website (Individual Work)

Task:

This assignment involves two parts, to be implemented as Web pages and submitted as described below.

1. **Project Plan**
2. **Small Website**

Your (fictional) client for the assignment has provided an introductory email containing a description of their goals and some text content for the site they would like you to develop.
Your task is to turn this into a clear useful **plan** and a small functional **website**.

Project Plan:

Write your project plan so that it is a useful working document to guide your development. Carefully consider the description provided by the client to inform your planning. Complete the plan by editing the plan.html template file provided inside the "Assessment 1 folder", which contains the following required sections:

Goals

Concisely state what the goal (purpose) of the website is. Note that the mission must be to improve something in a measurable way. To "provide information about something" is not a good mission, since you cannot see a measurable improvement. Why is the site needed? How does it benefit the client? Be clear and specific. Good mission statements are usually only a few sentences and contain no unnecessary information.

Success Evaluation

Describe the process(es) by which the site success will be evaluated. Note that "hits" only counts people (or robots) visiting your website, which says nothing about whether the site has achieved its mission. How do you know that the site does what the client wanted?
Measure the mission you stated above.

Target Audience

Describe **two (2)** things clearly and specifically:
1. the target audience that your site is intended for (be specific; you can't aim for everyone)
2. how you will intentionally design the site to cater to this group (as distinct from another, different target audience).

Site Flowchart

Create a site flowchart to show the hierarchy of pages in the site and their relationships.
Each page should be represented by one box.
The order of boxes is the order these links should appear on the site.
If you do not have a preferred drawing program for flowcharts, use https://app.diagrams.net/.
Save your flowchart as a PNG file (normally the best file format for plain, straight-lined diagrams like this) and insert the image in your plan file under this heading.

plan.html is the template file provided for your documentation, which you must use.

- **DO NOT** change the file name or the formatting.
- **DO NOT** edit it in Word just save it and edit it as an HTML file (in Visual Studio Code, PHPStorm, Notepad++, etc.).
- Each section has a heading and a spot (…) for its content. Add your name in the <title> before submitting.
- Your website **SHOULD NOT** link to the plan.
- There is no set word limit for your plan, but be clear, concise, and complete. **DO NOT** be long.

Small Website:

Design and develop a small website for the client. Use your project planning (goal, target audience, flowchart) to inform and guide your design.

- Use all the text content provided by the client (but **NOT** the description about goals that they have provided for you, the developer).
- Edit the text content, which comes "as is" from the client, to make it suitable for the website. You are welcome and encouraged to write some amount of additional text to benefit the site, as appropriate. But don't just make stuff up that might not be true.
- Think about the information architecture (organisation) and decide what content should go on what pages to best achieve the site goals.
- You must develop the site from scratch yourself. You may **NOT** use existing templates or frameworks (including Bootstrap or similar).

Although it is up to you exactly what goes in the site and how/where, you should have at least the following elements:

- HTML Pages – name your home page file **index.html**
- Navigation – links between pages and to the external sites provided (no broken links).
- CSS – you should use an external style sheet for most/all styling.
- Images – make appropriate use of the images for your site (consider editing, resizing, cropping, compression, etc.).

Submission:

1. Submit **a zip file** of your work (not including temporary files/documents) to LearnJCU. Ensure you include every file required for your website as well as plan.html.

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Marking Rubric:

Criteria	Exemplary (9, 10)	Good (7, 8)	Satisfactory (5, 6)	Limited (1-4)	Very Limited (0)	Weighting
Goals	Goals are clear in the first sentence, contains measurable goals for the improvement of the company that are measurable, does not contain unnecessary or vague content		Statement is not as clear as it should be, contains unnecessary information, too brief or too long		No discernible mission, nothing measurable, inappropriate length	10%
Success Evaluation	Specifically explains how the mission (improvement) will be measured (quantified)		Measurement is not the best match for the actual mission, or does not use quantifiable metrics		Vague or inappropriate success definition (e.g. hits)	10%
Target Audience	Clearly identifies a specific target group, and specifically describes how the site will be designed to suit that target audience		Audience definition lacks clarity, description of site design is not specific enough to suit the target audience		Audience is vague or inappropriate, does not describe site design for the target audience	10%
Flowchart	Clear layout, shows hierarchy and page/section relationship, correctly shown as one box per page		Diagram has mistakes in it (e.g. not every box is a page), inconsistent or incorrect visual language used		Diagram is unhelpful, hierarchy is not represented	5%
Content	All content appears on site		N/A		Missing any content from client	10%
Images	Good use of images, all appear at their correct size	Exhibits aspects of exemplary (left) and satisfactory (right)	Some images are not well used, and/or resized with HTML, or insufficient use of images (too many text-only pages)	Exhibits aspects of satisfactory (left) and very limited (right)	Images not used or are all poorly used	10%
Navigation	No broken links, consistent navigation Good use of images, all appear at their correct size		No or few broken links, but navigation is not efficient and logical (i.e. too many clicks to get around) Some images are not well used and/or resized with HTML Or lack of images on page (too text-heavy)		Many broken links, navigation is jumpy, illogical. Images are not used or all generally poorly used	20%
HTML + CSS	HTML & CSS used effectively, good names, no styling done with HTML		HTML used for styling; CSS not used well, e.g., not in an external sheet, poorly named classes		No CSS or very minimal	15%
Interface and Information Design	Design is professional, consistent, suitable for site goals and audience. Text has been reformatted to be suitable for scanning and for this site's goals.		Design is fairly good, not as suitable for site goals and audience as it should be, minor inconsistencies across different pages. Most content is well-formatted but some text needs to be made more scannable, images mostly help		Poor quality, not suitable for site goals and audience. Text appears just copied from client content	10%