

CIS233, spring 2018

Proposal for Final Project

55 points (15% of Final Grade)

Due Tuesday April 17th by midnight

Submit a typed, professional proposal as either a PDF or MS-Word File. Submit by uploading to Canvas.





Include the following in your proposal:

General Information

1. Name of site (3 points)

What will the main heading on your home page say? Will you have a tag line under the main heading? If so what will it say? Include these on your home page mock-up (see step 3 under Site Design).

2. Type of site - may fall into more than one category (2 points)

-  Business
-  Organization
-  Special Interest
-  Other - be specific

3. Site Goals (10 points)

State at least **three** goals of your site in order of importance. In other words, what important information you want to convey to your site's visitors?

Site Design

1. (5 points) **List the file names in your proposal.** Decide on a name for each .html file. Your project will need to have at least **3 to 5 pages**. The home page must be named `index.html`. Use simple but meaningful names that consist of lower-case letters with no spaces.
2. You will be required to have a logo graphic to brand your site, for example:



(10 points) **Include your logo in your proposal (you can simply place it in your mock-up, see step 3 below).**

You can make a logo in a graphics program like Photoshop or Illustrator, or you can use an online tool. You can find a list of 7 online creation apps at:

<http://www.maketecheasier.com/7-websites-to-easily-design-your-logos-online>

I used LogoMaker, <http://logomaker.com>, to create the CIS233 logo above.

3. (15 points) *Create a basic mockup of your home page.* Use a software tool to create the mock-up. For example, you can use the Shape tools in Word or Excel (click on the Insert tab and select Shapes), or you could Photoshop, another program, or an on-line tool, for example:

<http://pencil.evolus.vn/>

<https://moqups.com/>

Reminder: Your home page should clearly indicate to a user what your site is about, and what they will be able to find on your site. In other words, you want them to stay on your site and explore it.

The home page mock-up should include:




1. your logo graphic
2. the heading area with main heading text and optionally a sub-heading or tag line;
3. the nav bar with the text of the links;
4. the footer area with its content.

For the main area, you can include the actual content, or a short description of what the content will be.

For images that will appear on the home page, you can include them in the mock-up or simply put a place-holder box where the image will appear and a one sentence description of what the image will be.

The mock-up should be a close representation of what the layout of the home page will actually look like.

Professionalism (10 points)

-  Proposal makes a professional impression (makes an organization or individual want to hire you).
-  Proposal is well-written, easy to scan and read.
-  Proposal is free of spelling and grammar errors.