Project Objectives and Description

Purpose /Objective

You will be able to develop and showcase your web design skills with an actual organization. The contacts that you make with clients when you demonstrate your web presence prototype will be very rewarding. You will be designing something that you can present to a company and you will have fun in the challenge that this will create. You will learn to apply the knowledge and skills you have learned during this course by either creating a brand new web site or updating an existing web site with a real potential client. This would also provide good practice for improving your interviewing skills. Ultimately, you will practice your professionalism in handling the relationship and the rewards will be great. Additionally, this would provide networking contacts with local, regional, provincial, national or international businesses and communities depending on whom your contacts are.

Deliverables and Details

2.1 9 Web Sites in total are required from 9 different domains as listed below.

• 3 Web Sites – Similar sites to your site, re: similar business nature

o Links to three web sites similar to the site you are planning to build for the business. Give a one-sentence description what you like about each site.

• 3 Web Sites – Downloadable Sites

o Links to three sites from which you can download free components for use in your project web site for the business (i.e., graphics, sound files, etc.). Give a one-sentence description what you like about each site.

• 3 Web Sites – Technical Information

o Links to three sites for technical information on technologies you'll be using for the project web site you build for the business. (i.e., HTML5, CSS3, JavaScript, etc.). Give a one-sentence description what you like about each site.

2.2 Cross Reference Page

• At the completion of the project, you will be asked to present a web page that links to all requirements to aid in the marking of your web site. Now is a good time to begin that page by creating a list of all requirements and when completed, link the text to the location on the project web site.

• Each item on the cross-reference page must be a hyperlink to the associated item within the web site and include a description of what the link is going to show. Your web site must demonstrate the appropriate, relevant and functional use of each of the required features.

• The cross-reference page must be accessible from the Home Page of the web site. It must be part of the project web site. The cross-reference page should be the last thing to be completed by you.

• Note: When submitting a copy of the completed web project to the business or organization, remove the link to the cross-reference page. The link to the cross-reference page is only required for the copy of the web project that is submitted to me for marking purposes.

2.3 Web Site Design

• It is important for you to develop a flow of the web site. The flow essentially refers to how a user will navigate through the site – how the pages will link to each other.

2.4 Minimum Requirements Features

2.4.1 HTML5

a) Appropriate HTML5 tags, including use of HTML5 structural tags, <a>, <p>, <hn>, <blockquote>, <ol>, <ul>, <dd> to name a few.

b) Inline images both static and clickable.

c) Use of appropriate special characters.

d) Use of appropriate <meta> tags.

e) A footer on the home page indicating when the web site was last updated or modified.

2.4.2 CSS3

a) Use CSS3 to format the appearance of paragraphs, lists, headers, background images, tables, forms.

b) Use CSS3 contextual selectors (e1, e2, e3; e f; e > f; e + f) and at least two attribute selectors, excluding class and id attribute selectors.

c) Use of CSS3 styles for color (RGBA & HSLA).

d) Use of dynamic pseudo-classes to highlight hyperlinks states of link, visited, active, hover; focus and two structural pseudo-classes: first-of-type and last-oftype.

e) Use of CSS3 background styles (background size, background-clip, backgroundorigin, padding, margins, borders, use of an appropriate border style, use of

rounded corners.

f) Your home page should have a drop cap created with CSS3.

g) Define document content with the class and id properties and create styles for them.

h) Use cascading styles to control page layout by using either grid, flex, float, positioning. The use of framework for layout is discouraged due to too many unknown factors.

i) Use of CSS3 text and box shadows.

j) Use of CSS3 transform rotate feature.

k) Use of CSS3 opacity applied to two images to appear semi-transparent.

2.4.3 Web Form

a) Use of appropriate form elements including some of the new HTML5 form elements.

b) Apply appropriate styles to Web Forms.

c) Apply inline form validation by using the focus pseudo-class to appropriate form elements.

2.4.4 Graphical Web Tables

a) Use of graphical web tables to depict relevant data that is appropriate to the

business.

2.4.5 Multimedia Minimum

a) Use sound, video somewhere on your site. Ensure these are of short duration preferably about 30 seconds.

b) Use of transitions and animations

2.4.6 JavaScript

a) Use of variables, arithmetic, comparison and logical operators, subroutines, functions, arrays, conditional statements, conditional operators, running time commands with system clock.

b) Use of system date (example: clock, countdown timer to an event) on your web site.

c) Validating form input by using appropriate JavaScript functions.

d) Use of JavaScript alerts for validation purposes.

e) Use of BOM/DOM in emulating events through the use of event handlers.

2.4.7 Responsive Design

a) Your web site design should implement each of the following responsive techniques on different pages on your web site:

i) CSS Grid Layout using the display: grid

ii) CSS Flex Layout using the display: flex

iii) CSS Positioning

b) The use of contextual selectors to control sub level menus, including the use of a navicon image for mobile design is required.

2.4.8 Call to Action (CTAs)

a) Your website must include at least three CTAs, in particular, on the homepage of the website. A call to action (CTA) is a prompt on a website that tells the user to take some specified action. A call to action is

typically written as a command or action phrase, such as 'Sign Up' or 'Buy Now'

and generally takes the form of a button or hyperlink.

Three Reasons a Call to Action is Important.

o Your call to action (CTA) is the chance to motivate your audience to take

real steps toward becoming a customer or client, i.e. CTAs motivate your

sales funnel

o Customers Want Them

o CTAs boost the success of digital advertising

Some Sources of CTAs:

https://www.vizioninteractive.com/blog/3-reasons-call-action-important/

https://blog.hubspot.com/marketing/call-to-action-examples

https://shanebarker.com/blog/call-to-action/

https://thrivehive.com/website-call-to-action-button-examples/

2.5 Web Project Documentation

• You must include in your web project documentation the following elements in pdf

format.

o Front page (with your name(s) if work in a team, student id(s), course name

and date)

o A paragraph entailing the business statement in about 100 words.

o Project objectives and a project description stated clearly.

o A brief explanation of how the business would benefit from your design in

about 100 words.

o Any other appropriate relevant documentation pertaining to your site that

you wish to include.

2.6 Demonstration Evaluation Form

• Design a short evaluation form that the business would complete.

• The evaluation form should include opportunities for feedback on your design, its usefulness, and the business personnel's overall impression of your design.

2.7 Deliverable Submission

2.7.1 Guidelines for Submission

a. All deliverable must be placed on to a USB. Create a folder, with your Last Name & First Name. On the outside of your folder, create and save a text file, indicating the file name for your home page.

NOTE: For consistency please ensure your home page is named index.html.

b. Ensure that your cross reference page is clearly numbered, e.g., 2.4.1 d) and all hyperlinks are functional to various parts of the project. This is KEY!!

c. The entire project submission MUST be on a single USB.