

Web Design Final Project:

Overview

This assignment will require you to build a website with at least three (3) separate pages. It will require designing the basic look, creating content, building the website using HTML and styling it using CSS.

Using images and text, your website will tell the reader about a topic of your choice. Potential topics include a hobby, a portfolio, a social cause, a tourism website, a historical website, or a small business. You should choose a topic which can span onto three separate pages, each dealing with an aspect of the topic. Your website should consist primarily of original content; any images or text that you use from other sources should be credited accordingly. If you are having a hard time finding a topic, a list will be provided.

Instructions

The webpage designed will be a minimum of three (3) HTML pages in length, incorporate styling via a CSS style file, and also include a standalone 404 error message page. For an example of how to build a website, you are referred to Unit 7.

Your website should consist of the following:

- An initial sketch of the design.
- An entry page to the website home.html.
- Two ancillary pages which are linked to from the entry page, and which link back to the entry page. These pages should be named one.html and two.html. You can add more pages if you are so inclined (namely in a similar fashion).
- A CSS style file called webstyle.css.

In addition, you should create a custom (and fun) 404 error message page (named 404.html). It is standalone, and should have three basic elements:

- A clear statement that the visitor is in the wrong place;
- Advice to help them get back on track;
- An option for getting in touch with the website owner.

This assignment will have a number of components:

- **Content.** All your webpages must have relevant, readable text and visuals. This assignment is not just about the HTML layout and CSS styling. You must produce good copy (and don't just be tempted to copy-and-paste from another website). You

should include enough information so that the reader understands what the website is about. Content includes visual content such as images.

- **A Design.** This does not need to be a definitive design, just basically how the website is to be laid out, what sort of content modules it will have etc. You should start with the content, and then decide how you want it to be laid out, and the type of design elements to include. Colour? Font?
- **A HTML framework.** This will be the HTML framework for your website, without any CSS styling. There should be semantic text elements on each page, including but not limited to paragraph (<p>) and heading (<h1>, <h2>, etc.) text. The design should incorporate navigation, lists, links, images/videos, and other HTML elements.
- **A CSS styling.** Apply a common style for your design by incorporating a CSS file. The design should include styling to fonts, colours, images, figures, links etc.

The website employs a common design theme and colour scheme throughout:

- Each page must have a menu of links to other pages.
- Each page must have a custom header graphic of some sort You can (and probably should) use the same font and colours for each page, but the words must be different to reflect what's on the page.
- Each page must have a footer, containing contact information etc.
- Your design should be responsive.
- Each page should include properly formatted JPG, PNG, GIF, or SVG images, or video links.

Your HTML files, CSS file, and any relevant images/graphics should be zipped into a folder, and uploaded to the dropbox in CourseLink.

Grading Expectations

The Website Design is worth 26 points and it will be converted into 35% of your final grade. Your website will be marked by the instructor using the grading criteria provided below. Your mark and feedback will be given in the **Dropbox** area of the course website. Please follow the submission instructions provided in the course policies in the **Outline** section. It is your responsibility to verify if the submission was successful.

Table 6: Marking Rubric for HTML & CSS Website – Assignment Requirements

	4	3	2	1	
Website Structure	The website contains an entry page, two subsidiary pages, and a style sheet.	The website contains an entry page, but only one subsidiary pages, and a style sheet.	The website lacks subsidiary pages, but maintains a CSS stylesheet.	The website is only a single page.	/4
404 Page	n/a	n/a	A well thought-out and absorbing 404 page has been designed.	A somewhat interesting 404 page has been designed.	/2
Total					/6

Table 6: Marking Rubric for HTML & CSS Website – Website Requirements

	2	1.5	1	0.5	
Content	The webpage has a well-stated, clear purpose and theme that is carried out throughout the site	The webpage has a clearly stated purpose and theme, but may have one or two elements that do not seem to be related to it.	The purpose and theme of the webpage is somewhat vague.	The webpage lacks a purpose and theme.	/2
Content Accuracy	All information provided by the student on the Web site is accurate and all the requirements of the assignment have been met.	Almost all the information provided by the student on the Web site is accurate and all requirements of the assignment have been met.	Almost all of the information provided by the student on the Web site is accurate and almost all of the requirements have been met.	There are several inaccuracies in the content provided by the students OR many of the requirements were not met.	/2

Table 6: Marking Rubric for HTML & CSS Website – Website Requirements

	2	1.5	1	0.5	
Layout	The webpage is exceptionally attractive and usable layout. White space, graphic elements and/or alignment are used effectively to organize material..	The webpage has an attractive and usable layout. It is easy to locate all important elements.	The webpage has a usable layout, but may appear busy or boring. It is easy to locate most of the important elements.	The webpage is cluttered looking or confusing. It is often difficult to locate important elements.	/2
Navigation	The links for navigation are clearly labelled, consistently placed, and allow the viewer to easily move from place to place. A user cannot become lost.	Links for navigation are clearly labelled, allow the reader to easily move from place to place. A user rarely becomes lost.	Links for navigation take the reader where they expect to go, but some links seem to be missing. A user sometimes gets lost.	Sone links do not take the reader to the sites described. A user typically feels lost.	/2
Colour	Colours of background, fonts, unvisited and visited links form a pleasing palette, do not detract from the content, and are consistent across pages.	Colours of background, fonts, unvisited and visited links do not detract from the content, and are consistent across pages.	Colours of background, fonts, unvisited and visited links do not detract from the content.	Colours of background, fonts, unvisited and visited links make the content hard to read or otherwise distract the reader.	/2
Fonts	The fonts are consistent, easy to read and point size varies appropriately for headings and text. Use of font styles (italic, bold, underline) is used consistently and improves readability.	The fonts are consistent, easy to read and point size varies appropriately for headings and text.	The fonts are consistent and point size varies appropriately for headings and text.	A wide variety of fonts, styles and point sizes were used. May detract from usability.	/2

Table 6: Marking Rubric for HTML & CSS Website – Website Requirements

	2	1.5	1	0.5	
Images and Media	Graphics are related to the theme/purpose of the site, are thoughtfully cropped, are of high quality and enhance reader interest or understanding.	Graphics are related to the theme/purpose of the site, are of good quality and enhance reader interest or understanding.	Graphics are related to the theme/purpose of the site, and are of good quality.	Graphics seem randomly chosen, are of low quality, OR distract the reader.	/2
Links (content)	All links point to high quality, up-to-date, credible sites.	Almost all links point to high quality, up-to-date, credible sites.	Some links point to high quality, up-to-date, credible sites.	Few if any links point to high quality, up-to-date, credible sites.	/2
Interest	The author has made an exceptional attempt to make the content of this Web site interesting to the people for whom it is intended.	The author has tried to make the content of this Web site interesting to the people for whom it is intended.	The author has put lots of information in the Web site but there is little evidence that the person tried to present the information in an interesting way.	The author has provided only the minimum amount of information and has not transformed the information to make it more interesting to the audience (e.g., has only provided a list of links to the content of others).	/2
Spelling and Grammer	There are no errors in spelling, punctuation or grammar in the final draft.	There are 1-3 errors in spelling, punctuation or grammar in the final draft.	There are 4-5 errors in spelling, punctuation or grammar in the final draft.	There are >5 errors in spelling, punctuation or grammar in the final draft.	/2
Total					/20