college CDI

Integration project (P1N)

Lesson plan

Class 01

- **In-class procedures:**
  We are an agency and we just got several projects from different clients. Acting as the Art Director, the teacher will assign each student a web site development project to create. Each phase of the development will have to be validated by the teacher prior to start the following one.

Mandate definition

First sight (a priori)

- What you know about the project
- What you know about the sphere of activity
- What you know about the market
- What you know about the potential users

Preliminary research

- Verify if what you think you know is true
- Research the type of project
- Research the sphere of activity and the market
- Research about the users

Client meeting (brief)

- Client's primary goals and objectives (inform, promote, sell, etc.?)
- What need will the product fill?
- What are the secondary goals and objectives (short, medium and long term)
- What is the target segment(s)?
- What about the market and environments?

- What does the client wants done (web site, business card, etc. ?)
- Does the client have an idea what he wants?
- Does the client have examples of what he would like?
- What is possible and impossible? (constraints)
- What image does the client want to present (serious, funny, trustworthy, etc.?)
- What is the actual image (according to the client)
- What is the perceived image (according to the environments: competition, suppliers, etc.)?

- Does the client have stationaries?
- Does the client have existing promotional material?
- Does the client have content material (text, images, video, etc.)?

- What is the client's deadline?
- What is the client's budget?

The project's specifications documents

- Document which resumes the client meeting
- Used to:
    - Make sure the project is well understood
    - To conduct the project
    - As an agreement of service (contract)
    - Must be accepted (updated, validated, signed) by the client

- Includes:
    - Mandate definition
    - Client's expectations
    - Production team expectations
    - Customer's situation, history and environments
    - Search results + Theoretical solution
    - Flow chart
    - Budget/estimate
    - Project plan (Gantt chart)

Mandate definition:
Based on preliminary work and client meeting

- What the customer wants to be done?
- What are the client's expectations
- What are the constraints?
- For what reasons?
- What are the primary and secondary goals at short, medium and long terms?
- In what market?
- Targeted to what segment(s)?
- What image does the customer want to present?
- Within what period of time?
- Within what budget limit?
- Does the client have content material
- What involves the project in matter of work
  (content creation or only design and production?)

Research:
Based on preliminary work, client meeting and further research

- Short history of the client
- What is the actual image and business position of the client?
- What is the image and business position of the average and main competitors?
- What is the market like?
- Who are the potential customers?
- What image and benefits should the client present?
- What should the customer offer (in the web site)?

Assignment 01 : Mandate definition and search results

Conduct the mandate definition and research.

The result must be written in two different documents.

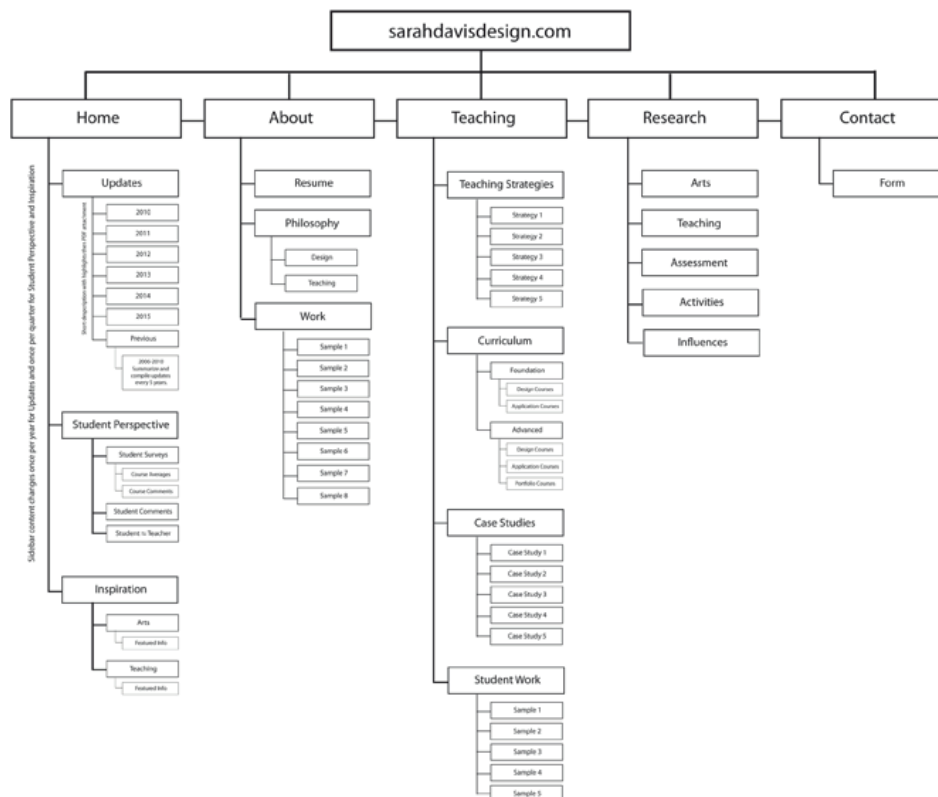The students will have to make an in-class presentation.

Class 02

Workshop

Class 03
Theoretical solution

- Based on mandate definition and search results

- Definition of the solution offered to the client (the project)

- Includes :

  - Explanation of the web site's project :
    - Main goals
    - Secondary goals
    - Target segment(s)
    - Look and design considerations
    - Contents and features
    - Requirements

  - Project's flow chart *(See presentations : 03-flow_chart.gif)*

Assignment 02 : Theoretical solution and flow chart
Define the theoretical solution and produce the detailed flow chart of the project.
The result must be written into a documents
The students will have to make an in-class presentation.

Class 04

Workshop

Class 05
Production planning

The production script

- Like a scenario : describe the content of each page
- 3 columns : file name, text, image/multimedia/programming
- Helps identifying the necessary content to produce/retrieve
- Help coordinating the work when not working alone (color codes)

- *See presentations : 05a-production-script.pdf*

Production script
Example

			To do
			Done / being done
			Waiting for content
			Ready

FILE	TEXT	VISUAL/FEATURES
index.html	**Heading :** Slogan (To be supplied by client) **Body :** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis convallis neque risus, id ornare purus pellentesque non. Etiam non pharetra mauris. Quisque tempor finibus odio, congue varius nisl ornare quis. Nunc suscipit ligula orci, id tempor sem commodo et. Vivamus placerat quam id metus lacinia, quis suscipit est commodo. Nam accumsan venenatis nunc eget interdum. Cras dapibus justo nunc, ac fermentum odio laoreet at.	*Include → header.php* *Include → footer.php* **Programming :** Create a program that selects from different splash background-images based on the user's location current weather. **Images :** Satisfied costumer (man) Satisfied costumer (woman) **Icons :** images/icons/visa.png images/icons/mastercard.png images/icons/mastercard.png
header.php	**Logo** *linked to index.html* **Desktop + mobile navigation :** Home *linked to index.html* General info *linked to information.html* Products *linked to products/index.html* Services *linked to services.html* Contacts *linked to contact.html*	*Full-width / black BG* **Programming :** Header disappears on scroll down Header appears on scroll up **Image :** images/logo.png **Icons :** images/icons/burger.png ***Responsive (mobile) :*** *Desktop navigation hidden* *Mobile navigation visible (slide-in, overlay)* *Burger icon visible*

The Gantt chart

- • Offer a visual + informational overview of the project

- • Office software : MsProject
- • Free software : OpenProject

- • **Basics of OpenProject :** (See presentations : 05b-planning.jpg)

  - • Project creation / settings
  - • Create and manage resources
  - • Create and manage rates
  - • Create tasks and phases
  - • Apply duration to tasks
  - • Link tasks and phases
  - • Create and link milestones (client approval periods)
  - • Production follow-up (completion %)
  - • Generate reports

|		Nom	Durée	Début	Fin	Pré…	Nom de la Ress…
1		⊟**Mandate definition and planning**	2,875 jours	**19–06–03 08:00**	**19–06–05 16:00**		
2		Data collection	0,375 jours	19–06–03 08:00	19–06–03 11:00		ProjectManager
3		Research	0,375 jours	19–06–03 11:00	19–06–03 15:00	2	ProjectManager
4		Theoretical solution	1 jour	19–06–03 15:00	19–06–04 15:00	3	ProjectManager
5		Architecture design	0,125 jours	19–06–04 15:00	19–06–04 16:00	4	ProjectManager
6		Production script	0,75 jours	19–06–04 16:00	19–06–05 14:00	5	ProjectManager
7		Production planning	0,25 jours	19–06–05 14:00	19–06–05 16:00	6	ProjectManager
8		Client presentation + approval	3 jours	19–06–05 16:00	19–06–10 16:00	1	ProjectManager
9		⊟**Visual design**	5 jours	**19–06–10 16:00**	**19–06–17 16:00**	1;8	
10		Research	1 jour	19–06–10 16:00	19–06–11 16:00		ArtDirector
11		Ideation	1 jour	19–06–11 16:00	19–06–12 16:00	10	ArtDirector
12		Conceptualization	2 jours	19–06–12 16:00	19–06–14 16:00	11	ArtDirector
13		Mock–ups	1 jour	19–06–14 16:00	19–06–17 16:00	12	GraphicDesigner
14		Client presentation + approval	3 jours	19–06–17 16:00	19–06–20 16:00	9	ProjectManager
15		⊟**Alpha version**	1 jour	**19–06–20 16:00**	**19–06–21 16:00**	14	
16		Interface segmentation	0,375 jours	19–06–20 16:00	19–06–21 10:00		GraphicDesigner
17		Interface integration (desktop)	1 jour	19–06–20 16:00	19–06–21 16:00		Web Developer
18		Interface integration (responsive: tablet / adaptive : mobile)	1 jour	19–06–20 16:00	19–06–21 16:00		Web Developer
19		Navigation integration (responsive + adaptive)	0,125 jours	19–06–20 16:00	19–06–20 17:00		Web Developer
20		Alpha pages production (responsive + adaptive)	0,375 jours	19–06–20 16:00	19–06–21 10:00		Web Developer
21		Home page production (responsive + adaptive)	0,375 jours	19–06–20 16:00	19–06–21 10:00		Web Developer
22		Testing and corrections	0,125 jours	19–06–20 16:00	19–06–20 17:00		Web Developer
23		Client presentation + approval	3 jours	19–06–21 16:00	19–06–26 16:00	15	ProjectManager
24		⊟**Beta version**	3 jours	**19–06–26 16:00**	**19–07–01 16:00**	23	
25		Image creation/formatting	0,75 jours	19–06–26 16:00	19–06–27 14:00		GraphicDesigner
26		Titles + headings integration	0,375 jours	19–06–27 14:00	19–06–27 17:00	25	Web Developer
27		Texts and images integration	1 jour	19–06–28 08:00	19–06–28 17:00	26	Web Developer
28		Programming : home page user local weather background selector	0,625 jours	19–07–01 08:00	19–07–01 14:00	27	Programmer
29		Programming : site search–engine	0,375 jours	19–06–26 16:00	19–06–27 10:00		Programmer
30		Programs integration	0,125 jours	19–07–01 14:00	19–07–01 15:00	29;…	Web Developer
31		Testing and corrections	0,125 jours	19–07–01 15:00	19–07–01 16:00	30	Web Developer
32		Client presentation + approval	3 jours	19–07–01 16:00	19–07–04 16:00	24	ProjectManager
33		⊟**Implantation / deployment**	2 jours	**19–07–04 16:00**	**19–07–08 16:00**	32	
34		Finalize SEO	1 jour	19–07–04 16:00	19–07–05 16:00		ProjectManager
35		Final corrections and adjustments	0,375 jours	19–07–05 16:00	19–07–08 10:00	34	Web Developer
36		FTP transfer	0,125 jours	19–07–08 10:00	19–07–08 11:00	35	Web Developer
37		Online tests	0,125 jours	19–07–08 11:00	19–07–08 13:00	36	Web Developer
38		Corrections/adjustments	0,375 jours	19–07–08 13:00	19–07–08 16:00	37	Web Developer

Define phases of development

- Mandate definition and planning
- Visual design
- Alpha version
- Beta version
- Implantation/deployment

Define the tasks for each phase
(+ time estimation for each task)

- **Mandate definition and planning :**
    - Data collection (customer meeting, etc.) + Research
    - Theoretical solution
    - Architecture design
    - Production script
    - Production planning

- **Client presentation + approval**

- **Visual design :**
    - Research + Ideation
    - Conceptualization
    - Mock-ups

- **Client presentation + approval**

- **Alpha version :**
    - Interface segmentation
    - Interface integration (desktop)
    - Interface integration (responsive: tablet / adaptive : mobile)
    - Navigation integration (responsive + adaptive)
    - Alpha pages production (responsive + adaptive)
    - Home page production (responsive + adaptive)
    - Testing and corrections

- **Client presentation + approval**

- **Beta version :**
    - Image creation/formatting
    - Titles + headings integration
    - Texts and images integration
    - Programming : home page user local weather background selector
    - Programming : site search-engine
    - Programs integration
    - Testing and corrections

- **Client presentation + approval**

- **Implantation / deployment :**
  - Finalize SEO
  - Final corrections and adjustments
  - FTP transfer
  - Online tests
  - Corrections/adjustments
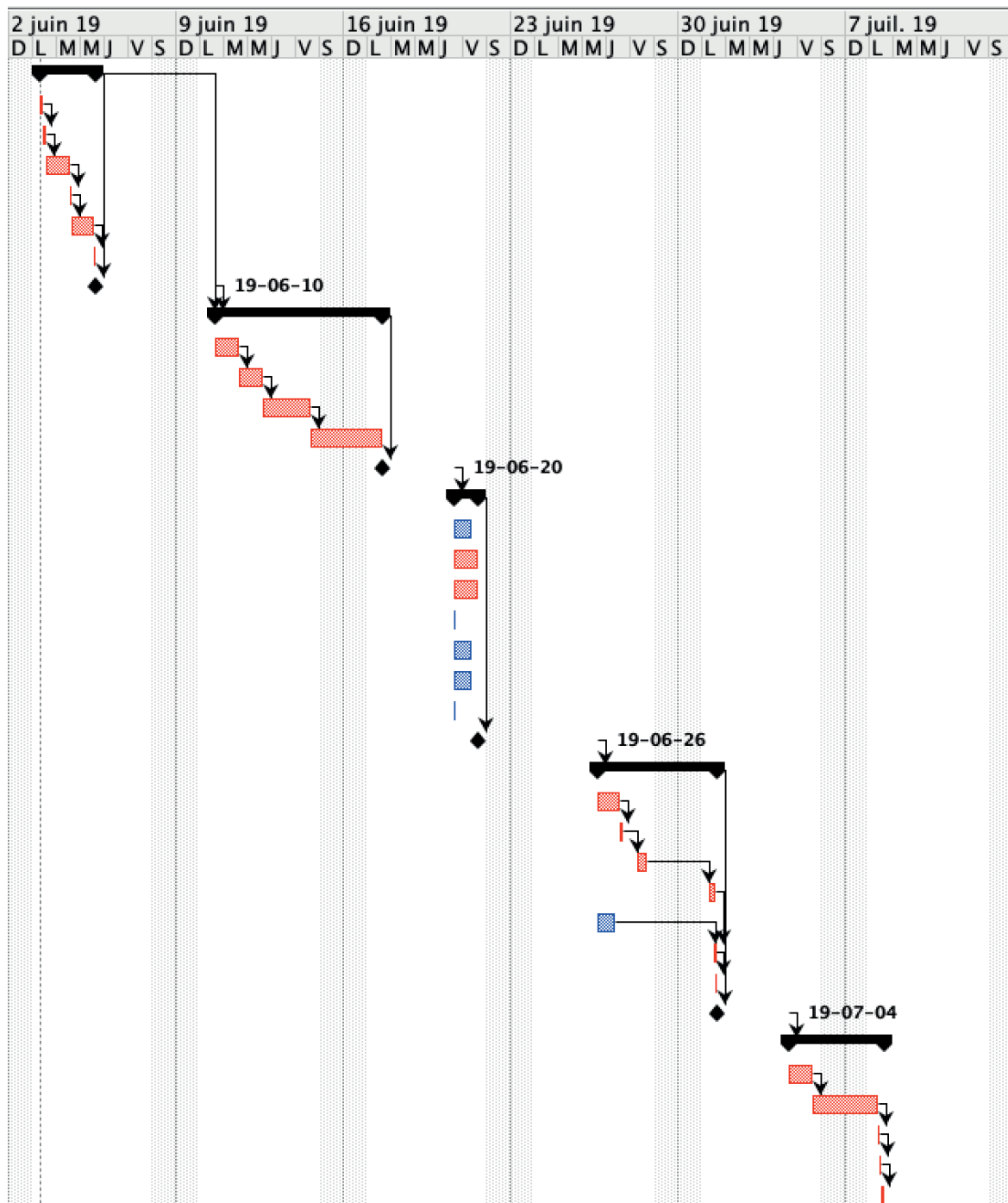
The quotation
See presentations : 05c-quotation.jpg + 05d-contracts_examples

- Looks like a detailed bill
- Details the tasks under each phase of the project
- Shows the pricing for each phase as well as the total pricing
- Informs the client on the payment methods and late fees
- Informs the client on any relevant legal aspect including copyrights
- Is the last page of the document presented to the client

Payment by iteration
(very suggested except for very small projects)

- 1/3 of total amount before the production works starts
- 1/3 of total amount when mock-ups are accepted
- Balance upon delivery of final version (prior to FTP transfer is better but not mandatory)
- 10-20% of global time added for the unforeseen
- Up to 10% of global time included for correction and changes
  (over 10% must be charged normal rate)

- Must include :

  - Service provider's names, address, contact information and taxes number (if applied)
  - Client's names, address, contact information
  - Date
  - Brief description of the project
  - Phases and tasks included in the offer of service
  - Exceptions (if applicable)
  - Sub-total
  - Taxes (if applicable)
  - Grand-total
  - Payment method(s) and due date(s)

Presentation to client

- Never to only one person (e.g. president)
- 3 persons is ideal (so someone can defend the project when you are not there)
  President (decision maker), someone from marketing and sales
- If too expensive = no rebates => suggest removing some parts or features
  OR start smaller and develop at a later time (client usually refuses)
- Explain the details and the journey to the web site
- You can even use visual presentation material
- The goal of the meeting : get a GO so you can start production
  (and get an advance check)

Establishing your hourly rate
https://clockify.me/hourly-rate-calculator

Assignment 03 : the service offer

Produce the service offer document which will include :

- The mandate definition
- The theoretical solution
- The flow chart

- The production script
- The Gantt chart
- The quotation

Class 06

Workshop

Class 07
Visual design

Research and documentation

Look at (What they do and what they don't) :

- Competitors web sites
- Environments and suppliers web sites
- Similar enterprises web sites (local and abroad)

Ideation

- Write down your first ideas and sketches + Use the brand image as a base

- Use ideation tools (ideas generation : alone or in group)

- Create a moodboard (if necessary)
  Client can participate in this when client is difficult

Concepts

- Come up with a few efficient concepts you like (maximum 3)

- Create the mock-ups (The clients idea if needed + the 3 concepts)
  (Home page + 1 section page)

Client presentation (approval)

- Usual presentation

- The client will be in shock (very different from what the client imagined)

- Order of presentation (client usually selects the 2nd concept) :

  1. What he wanted (first)
     => explain what is wrong (client won't like this one after being explained the other concepts)

  2. The concept you want the client to approve (second) = miles away from what the client imagined
     => Justify each choice, explain the reading path, etc.

  3. An acceptable merge of concepts 1 and 2 (third - client won't like it)

  4. A totally different concept (that would also be acceptable for you)

Class 08

Workshop

Class 09

Mid-term exam : projects proposals presentations

Class 10
Alpha version

Interface segmentation

- Use guides in Photoshop for perfect dimensions
- In Illustrator: make sure to use «stick to pixel grid» (no decimals in dimensions)
- Use only necessary images = Anything that can be done with HTML/CSS should be...
- Use relevant naming method keeping SEO in mind

- Create a folder for images
  If many images, you can use sub-folders (e.g.: interface, products, etc.)

Interface integration

Home page

- Keep SEO in mind = Use semantical tags relevantly

- Create the complete home page (mobile first?)
- Integrate navigation
- Make the page adaptive/responsive

- Integrate navigation using php include
  Create an include folder for all includes to be used

- For external scripts, create a scripts folder to store them
  You may also create a css folder if several are used (not recommended)

Section pages

- Duplicate the home page as a base for a section page and rename it properly

- Create the content structure using generic content identifiers (title, article paragraph, etc.)
  + Identify the page using the first heading

- Duplicate this page in order to have as many section pages as needed
  Rename them and update titles (for sub-sections, use the same method)

- Test navigation

Assignment 04: create the alpha version

Class 11

Workshop

Class 12
Beta version

Content structure

- Integrate the text and image content of the first page

- Correctly define the content types positioning using CSS

- Make the content structure adaptive/responsive

Content styling

- Correctly define the headings and texts styles using CSS

- Correctly style images and insure responsiveness

- Media queries can be used for adaptive/responsive purposes

Content integration

- Proceed for the other pages using the CSS created for the first page

- More CSS will most probably have to be created for specific situations

- Create all features and content element needed and integrate them properly

Quality control

- Test navigation to and from every pages

- Make a revision to make sure all content has been integrated
  Make sure no placeholder remains (content identifiers)

- Test website on different browsers, viewports and platforms
  AND make necessary corrections and adjustments

Assignment 05 : create the beta version

Class 13

Workshop

Class 14

Workshop

Class 15

Final exam

Final project deadline