Midterm Project

CTA (CALL TO ACTION) WEBSITE

For your midterm project, you will be developing a "marketing" site of sorts. This site will be focused on promoting a book or product

Book

You must find (or take) a photo of the book (clean and large enough to use). The book you choose must also have some type of accompanying video (movie trailer or promotion) that is on either YouTube or Vimeo.

Product

The product must have at least one image and an accompanying video describing the product (on YouTube or Vimeo).

Selection Guidelines

You'll be asked to submit your selection for approval.

HTML•CSS•CONTENT•DESIGN

FULL PROJECT REQUIREMENTS

HTML Requirements

The HTML pages must demonstrate the correct use of HTML (elements and attributes) we've used during the semester. Students must demonstrate that the page validates according to the HTML5 DOCTYPE.

CSS Requirements

The styled content must demonstrate mastery of CSS properties including:

background, border, clear, color, float, font, height, line-height, list-style, margin, overflow, padding, position, text-align, text-indent, and width.

The layout should have a (at minimum) a two-column look - you could have areas that have a three-column (or more) look

CONTENT REQUIREMENTS

Book

- Title of book

- Author Name

- Image of book

- Overview/Synopsis of book

- Link to purchase the book (e.g. Amazon, Barnes & Noble, etc.)

- Book review(s) — critique by professional critic or casual reader (use `blockquote`)

- Author Information (can you find an image?)

- Find a video that shows this movie (e.g. Vimeo or YouTube)

    - Make sure to use the `<iframe>` code and not `<object>` code

Product

- Products Name

- Description of the product

- Image of the Product (maybe multiple)

- A link to purchase

    - App Store?

    - Or provide link to the company's website at least

- Review or Testimonial of the product

- A video that describes the use of the product

    - Make sure to use the `<iframe>` code and not `<object>` code

NOTE: Make sure you are keeping this simple and to only a one-page HTML page layout!

DESIGN REQUIREMENTS

How can you use the following complement the book?

- Color
- Text
- Imagery
- Line
- Repetition

Remember: Keep things simple but effective!

WEEK 04 - WEEK 06

WEEKLY PROJECT BREAKDOWN

Part 1—Week 04:

Research which book you want to work with. The book should allow you to:

- Show book cover/Product Image
- Show a video clip (from YouTube or Vimeo)
- Purchase the book/product online
- Have information about the Author/Product
- Have a synopsis/description of the product
- Have book reviews/testimonials about the product you can quote

SUBMISSIONS DURING THIS WEEK
M1.1 - SELECTION AND CONTENT
Text document that shows your organization of content into semantic (logical) order to prepare for coding your HTML next week.

M1.2 - PENCIL SKETCHES
Sketches (at least 2) that demonstrate your thoughts for layout. Make notes on what your sketch is showing (Header text, Images, Video, content, etc.).

Part 2—Week 04/05

Develop your layout in a more refined manner by taking your sketches and creating a pixel precise wireframe using a design application of your choice. The overall width of the site should not be larger than 1024px.

You must also work at taking the content you find for your promo and develop the HTML layout for your site. Make sure it's using semantic structure and dividing up the content correctly using DIV elements.

SUBMISSIONS DURING THIS WEEK
M2.1 - WIREFRAME
During this time, you'll develop a final layout — a basic line layout (sketches, Illustrator, Photoshop, etc.) with specific pixel dimensions developed from your sketches.

M2.2 - HTML STRUCTURE
Submit your semantic structure (DIV elements and Text Elements) of your website in an HTML document for your index.html page.

Part 3—Week 05

After receiving feedback from your wireframe and HTML document, you should now start to refine your design and content. Your design should now start to take design elements into consideration (Color, Typography, Space, etc.)

SUBMISSIONS DURING THIS WEEK
M3.1 - HTML REFINEMENT
Make sure you HTML is semantically sound and free of any validation errors.

M3.2 - SITE DESIGN
The design phase: First, make sure you develop a strong conceptual design in the application of your choosing. Make sure you keep things simple. Then, start to developing your CSS documents.

Part 4—Week 06

At this point, the content should be set and working on finalizing your design touches in CSS. You will submit your work for the instructor as well as uploading your site online and providing a link (in the discussion forums) for your classmates to view online.

M4.1 - MIDTERM FINAL SUBMISSION

The site final submission should demonstrate mastery of concepts regarding DOCTYPE and semantic HTML markup. The CSS must demonstrate an understanding of the Cascade and inheritance and make use of descendant selectors to minimize the number of classes.

INSPIRATION

Sketching & Wireframing for Web Site Design

- 10 Beautiful Sketches for Website Prototypes

- 18 Great Examples of Sketched UI Wireframes and Mockups

- Printable Sketch Templates for Web Design

- Creating Wireframes: Tools, Resources, and Best Practices

Design Considerations

- 10 Principles of Effective Web Design

- Principles of Beautiful Web Design

- Principles for Successful Button Design

Web Design Inspiration

- CSS Elite

- CSS Drive