WebMarkup Assessment guide

CONTACT EXAMINER:
NAME :   MICHA VAN DER MEER
EMAIL :   MICHA.VANDERMEER@INHOLLAND.NL
SMS: +31 6 31 790 332

TABLE OF CONTENTS

STORYLINE

3 sport club founders (Paulien van Bruggen, Maxim Leijdekker and Sebastiaan Munter) like to generate more traffic for their websites. The best way to generate more traffic is, to create landing pages about the city and the neighbourhood they are active. They are non-profit organisation (club or foundations) and do not have money to hire a company. The did a request to the Inholland students to help them to the next step.

Every URL has its own subject and every student can choose between at least 35 URL's/

The staging pages will look like studentnumber.url (f.e. 123456.tapout.eu). If there are more students with the same URL, the club founders will vote for the best and publish the content on the main URL (f.e. www.tapout.eu). The URL will be available for at least 6 months.

If you like to do some field research and take photos at the locations, please visit the referral website and contact the dojo owner to make an appointment.

ROADMAP

To finish the assessment on the right way, follow precisely the next steps.

- Choose an URL from chapter "**URL TO CHOOSE**" in this document. eMail your request to the examiner (contact details on the cover page). Add your **student name**, **URL** (domain) that you like, **student number** and **email address** into this email. Within a few days you will get back your studentnumber.url and your FTP access back.
- Create the webpage according to the chapter "**WEBSITE FRAMEWORK**" in this document.
- Check if everything twice if you did not miss something according to the chapter "**GRADING REFERENCE**" in this document. If you have any question do not hesitate to contact the examiner from the assessment (contact details on the cover page).
- Commit your work according to the chapter "**DELIVERABLES**" in this document.

Success with the assessment!

WEBSITE FRAMEWORK

HTML

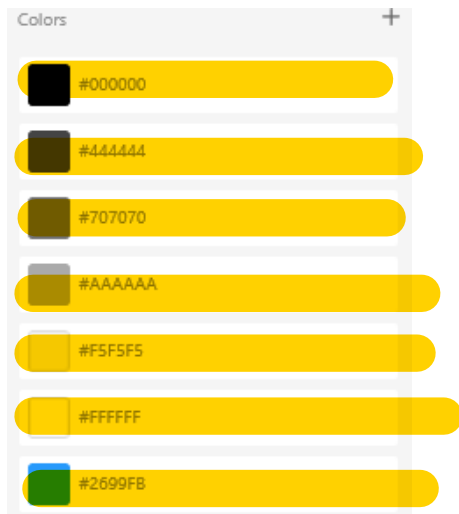The index.html page structure is fixed.

1. Website header
   a. Use <h1> tag, for the title
   b. Use <h2> tag for the payoff
2. Navigation
   a. Use a <nav> tag
   b. Use <ul>, <li> tags to create the menu
   c. tag referring to index structure 3, 4, 5 and 7
3. Main content
   a. The content is about "Main" from the chapter "**URL TO CHOOSE**". F.e. tell something where "Main" is famous about and what they do to promote it. Total: 150 words.
   b. Use at least section, article, header, footer and p tags
   c. Has 2 images. The images are royalty free images.
4. Secondary content
   a. The content is about "Secondary" from the chapter "**URL TO CHOOSE**". F.e. tell something about the neighbourhood what shops, companies or touristic attractions you can find. Total: 350 words.
   b. Use at least section, article, header, footer and p tags
   c. Has 2 images. The images are royalty free images.
5. Sport content
   a. The content is about "Sport" from the chapter "**URL TO CHOOSE**".
   b. Use at least section, article, header and a footer.
   c. Make a list with 10 sport clubs in this area with links to their websites. Tell in two lines what they do.
   d. Every club has one images that representing the sport. The images are royalty free images.
   e. Every club picture has a link to the club website.
   f. At least one of the links, is the link is also a link to the referral.
6. About the referral
   a. The content is about "Referral" from the chapter "**URL TO CHOOSE**".
   b. Use at least aside, header and footer tag.
   c. The student is free to fill it with own made content.
   d. The aside content has a link to the "Referral" URL from the chapter "**URL TO CHOOSE**".
7. Contact
   a. The website visitor can leave a question or contact the referral. The following field are required: visitor name, visitor email and visitor message.
   b. Use action="http://witan.nl/inholland/testform.php" (also for testing)
   c. Use for visitor name -> attribute, name="name"
   d. Use for visitor email -> attribute, name="email"
   e. Use for visitor message -> attribute, name="message"
   f. Use the tag fieldset
   g. Use the tag legend
8. Footer
   a. Use copyright and author info

CSS

The style.css is acting different on PC, Tablet and Mobile devices (see resolution requirements table in this chapter) and student creativity.

! All rules and lessons learned at the lecture "web design" and "Web Mark-up" are applying on designing the webpage.

The following basic colours are used to design the webpage:

Colors   +

#000000

#444444

#707070

#AAAAAA

#F5F5F5

#FFFFFF

#2699FB

The following standard fallback character styles are used:

Character Styles   +

Ag Arial — 80pt

Ag Arial — 63pt

Ag Arial — 35pt

Ag Arial — 30pt

Ag Arial — 30pt

Ag Arial — 25pt

Ag Arial — 15pt

Ag Berlin Sans FB — 80pt
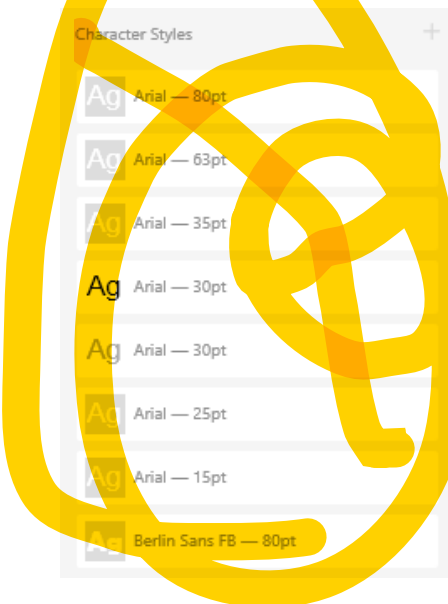
The final webpage will be tested on:

- Chrome 69 (Sep 2018) or higher version
- Firefox 62 (Sep 2018) or higher version
- Edge 41 (Sep 2017) or higher version
- IE 11.0.56 (Mar 2018) or higher version

Web browser timeline:
https://en.wikipedia.org/wiki/Timeline_of_web_browsers

Definition of a devices is described in the "test device definition" table:

TEST Devices definition	CSS width	expected pixel ratio
PC	>960px	1
Mobile	<400px	3
Tablet	400px – 960px	2

GRADING

How to calculate the grading can be found in the chapter "**GRADING REFERNCE**" in this document.

GROUP ONE
Excellent
- ✓ Website is fully responsive and acting different on PC, mobile and tablet.
- ✓ Is using Flex or Grid or in combination (for at least one page)
- ✓ Has a hamburger menu for mobile layout. The mobile has an overlay with a link to the other pages.
- ✓ Has a horizontal menu with unordered list tag for PC and tablet layout

Sufficient
- ✓ Is using media queries technique for delivering a tailored style sheet to different devices.
- ✓ Property float is used at least on one page.
- ✓ Is using position property; with value, absolute or relative or fixed or a combination (for at least one page)

Insufficient
- ✓ Is **not** using JavaScript
- ✓ Is **not** using frameworks like bootstrap.
- ✓ Is using classes and id's.
- ✓ Website is **not** using tag iframes.
- ✓ Website is **not** using tags br or hr.
- ✓ Website is **not** using inline style.
- ✓ Website is **not** using embedded style.
- ✓ Is using z-index on the landings page for a cookie statement.
- ✓ Is **not** using any framework like bootstrap etc..

GROUP TWO
Excellent
- ✓ Website name is created with a local or external font (scalable) and not a .jpeg or .png (non-scalable). SVG is also allowed.
- ✓ Only "em" or "%" is used after the body or html tag initialisation in all CSS documents.
- ✓ All images on the webpage are Portable Network Graphics format or Scalable Vector Graphics.
- ✓ All images are using different resolution sizes on PC, Tablet & Mobile. Depending on the screen resolution.
- ✓ Having a "Fav icon" supporting Scalable Vector Graphics on all pages

Sufficient
- ✓ Property font-family has a standard fallback "Times New Roman", "Times" or "serif".
- ✓ Having a "Fav icon" supporting different sizes for Windows, Mac and iOS on all pages.
- ✓ The background video controls are hidden
- ✓ The background video is starting automatically
- ✓ The background video is muted
- ✓ The webpage background is a video (cover)

✓ The background is centred

Insufficient

✓ All font styles and transformations are defined in the stylesheet.
✓ Having a "Fav icon" on all pages. Student must arrange or create a own favicon.
✓ Using attribute alt on the right way on all pictures.
✓ Using attribute title on the right way on all pictures.
✓ All media styles and transformations in the stylesheet.

GROUP THREE

Excellent

✓ Is only using elements supported by HTML5.
✓ Is using pseudo classes.
✓ Is using CSS combinators "selecting by". Graded selectors are; comma, >, + or ~ (for example; "class > p" or "class + p" or "class ~ p").
✓ Clicking on the name(logo) header is linked to the root with an anker.
✓ Attribute keywords from the meta tag is corresponding with the title tag.
✓ Attribute description from the meta tag is corresponding with the title
✓ Based every .html page have different attribute keywords and description according to the visit page.
✓ Create a folder "/forbidden" and add a secret.txt with your student number in it.
✓ The robot.txt has User-agent: * and a Disallow: /forbidden
✓ The website has a sitemap with a monthly refresh
✓ Using a strong tag on the landings page "index.html"

Sufficient

✓ Comments are added on all Cascade Style Sheet files.
✓ Comments are added on all hypertext Language Markup files.
✓ Images are in the "/img" folder (folder naming must be exact "/img" in lowercase)
✓ Cascade Style Sheet are in the "/css" folder. (folder naming must be exact "/css" in lowercase)
✓ External font files are in the "/fonts" folder. (folder naming must be exact "/fonts" in lowercase)
✓ Is using HTML 5 elements with the right semantic.
✓ HTML, is validated by w3c https://validator.w3.org without any errors.
✓ CSS, is validated by w3c http://www.css-validator.org without any errors.
✓ "id's" are only used once on a single HTML page
✓ Footer is using a HTML character entity like ©.
✓ Attribute value UTF-8 from the attribute charset must be defined for HTML5 only
✓ Between 7 - 12 attribute keywords with subject from your webpage
✓ The attribute description is with a subject from your webpage
✓ Having a robots.txt file in the root and a reference to the sitemap.xml
✓ Having a DOM with 3 level elements.
✓ Using a header 1 and header 2 to distinguish importance between the headers on your landings page.

Insufficient

✓ Tabs are used to level the source code
✓ HTML and CSS files have the right extension (.html and .css).
✓ HTML documents are declared as a HTML5 document.
✓ Element head is used on the right way.
✓ Element body is used on the right way.

- ✔ Landings page is using at least the following elements; section, header, footer, p, article, nav.
- ✔ Website is **not** using tag div.
- ✔ Website is **not** declaring !important in the CSS.
- ✔ Attribute value UTF-8 is declared as charset in the meta data tag.
- ✔ Have attribute keywords defined in the meta tag
- ✔ Have author defined as metadata
- ✔ Have description defined as metadata
- ✔ Language support for audio listeners is English

GRADING REFERENCE

The grading is done by a grading matrix. Rating examples can be found in the chapter "**GRADING REFERENCE**" in this document.

The assignment has 3 rating groups. Every group can be graded with insufficient, sufficient and excellent.

- Insufficient counts for 2 points
- Sufficient counts for 6 points
- Excellent counts for 10 points.

The average of the 3 groups must be 5.5 or higher!

The summary calculation can be found in the grading table.

GRADING	
FAIL (4)	The assignment has two or more items marked within the description "insufficient" or two items with "sufficient" with one item "insufficient"
6	The assignment has one item marked with the description "insufficient", one with "sufficient" and one with "excellent" or three items with "sufficient".
7	The assignment has one item marked with the description "insufficient" and two with "excellent" or two items marked with the description "sufficient" and one with "excellent"
9	The assignment has one item marked with the description "sufficient" and two with "excellent"
10	The assignment fits fully in the description of excellent.
The appraisal of the assessment with satisfactory score is 5.5 or more.	

GRADING EXAMPLE

Every group has its own grading group and be rated as **<u>insufficient</u>**, **<u>sufficient</u>** or **<u>excellent</u>**.

Be aware, if one of conditions is failed in the lowered rating. The student cannot go for a higher rating in the same group. Explanation according an example.

Example rating group 1 [situation 1 from 4]:

- Excellent
  - condition 6 **[unknown**]
  - condition 5 **[unknown**]
- Sufficient
  - condition 4 **[unknown**]
  - condition 3 **[unknown**]
- **Insufficient**
  - **[Conditional set of requirements to start]**
  - condition 2 **[passed]**
  - condition 1 **[Failed]**

The outcome of the rating will be **"Insufficient"** because, condition 1 is on **failed**. Condition 1 and 2 are conditional set of requirements. If condition 1 and 2 are not passed rating will stop for this group.

Example rating group 1 [situation 2 from 4]:

- Excellent
  - condition 6 **[passed]**
  - condition 5 **[Failed]**
- Sufficient
  - condition 4 **[passed]**
  - condition 3 **[Failed]**
- **Insufficient**
  - **[Conditional set of requirements to start]**
  - condition 2 **[passed]**
  - condition 1 **[passed]**

Condition 1 and 2 from the conditional set of requirements are passed. The student get now feedback from all other conditions. The outcome of the rating will be **"Insufficient"** because, condition 3 is still **failed**. To get sufficient condition 1,2,3 and 4 have to be on passed. It doesn't matter which condition is failed. If condition 3 is passed and condition 4 is failed, the outcome will be the same.

Example rating group 1 [situation 3 from 4]:

- Excellent
  - condition 6 **[passed]**
  - condition 5 **[Failed]**
- **Sufficient**
  - condition 4 **[passed]**
  - condition 3 **[passed]**
- Insufficient

- **[Conditional set of requirements to start]**
  - condition 2 **[passed]**
  - condition 1 **[passed]**

All condition (1,2,3 and 4) under sufficient are passed, but condition 5 is still failed. The outcome of the rating will be **"Sufficient".**

Example rating group 1 [situation 4 from 4]:

- **Excellent**
  - condition 6 **[passed]**
  - condition 5 **[passed]**
- Sufficient
  - condition 4 **[passed]**
  - condition 3 **[passed]**
- Insufficient
  - **[Conditional set of requirements to start]**
  - condition 2 **[passed]**
  - condition 1 **[passed]**

All condition (1,2,3,4,5 and 6) under excellent are passed. The outcome of the rating will be **"Excellent".**

Good job!

DELIVERABLES

1x Working URL with the running website with the total assessment

- Landing page is **index.html**
- Other requested pages from the assessment are accessible (clickable link) from the landings page (index.html) included internal links#.
- The **student.txt** is delivered by the examiner on blackboard. The **student.txt** is placed in the root from the website. The **student.txt i**s completed with
    - student name: your name
    - student number: your student number
    - student class: your class

1x URL that give access to repository.

- Only Github (https://github.com/) is allowed to use.
- In between commitments (versions before the final) must be accessible.
- The **first commit** must be the delivered student.txt. The **student.txt i**s completed with
    - student name: your name
    - student number: your student number
    - student class: your class
- Private repositories are not allowed. Repositories are publicly accessible without any login.

If one of the two URL are not delivered. The assessment has an automatic FAILED (4.0) rating. The URL's with your name and student number will be submitted to: micha.vandermeer@inholland.nl.

_____ EMAIL EXAMPLE START _____

Email subject: Webmarkup - assessment 1819 B3

Dear Micha,

Website URL: www.domain.com/studentnumber/
Repository URL: https://github.com/yourloginname/yourproject

Kind regards,
student name, student number, class

_____ EMAIL EXAMPLE END _____

DEADLINE

14 April 2019 23:59

Retake: May 2019 (we be announced 1 week after the deadline)

URL TO CHOOSE

URL	Sport	Main	Secondary	Language	Referral (aside)
gracie-amsterdam.nl	Jiu Jitsu	Amsterdam	Neighbourhood: Bos & lommer	NL , EN	http://www.bjj-purmerend.nl/braziliaans-jiu-jitsu/
bjj-haarlem.com	Jiu Jitsu	Haarlem	Neighbourhood: Amsterdamsewijk	NL , EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
bjj-heemstede.nl	Jiu Jitsu	Heemstede	Neighbourhood: Rivierenbuurt	NL , EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
bjj-hoofddorp.nl	Jiu Jitsu	Hoofddorp	Neighbourhood: Toolenburg	NL , EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
bjj-jeugd.com	Jiu Jitsu	Jeugd	What is city Haarlem doing for youth	NL	https://www.taekwon.nl/brazilian-jiu-jitsu/
bjj-kids.nl	Jiu Jitsu	Jeugd	What is city Heemstede doing for youth	NL	https://www.taekwon.nl/brazilian-jiu-jitsu/
bjj-nederland.com	Jiu Jitsu	Nederland	Netherlands (why should a tourist, visit the Netherlands)	NL	https://www.taekwon.nl/brazilian-jiu-jitsu/
bjjhaarlem.com	Jiu Jitsu	Haarlem	Neighbourhood: Parkwijk	NL , EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
gracie-bjj.com	Jiu Jitsu	Purmerend	Neighbourhood: De Gors	EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
gracie-haarlem.com	Jiu Jitsu	Haarlem	Neighbourhood: Slachthuiswijk	EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
gracie-haarlem.nl	Jiu Jitsu	Haarlem	Neighbourhood: Europawijk	NL	https://www.taekwon.nl/brazilian-jiu-jitsu/
kron-gracie.com	Jiu Jitsu	Purmerend	Neighbourhood: Purmer-Zuid	NL , EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
rickson-gracie.info	Jiu Jitsu	Purmerend	Neighbourhood: Wheermolen	NL , EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
jiu-jitsu-haarlem.nl	Jiu Jitsu	Haarlem	Neighbourhood: Meerwijk	NL , EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
jiujitsu-haarlem.nl	Jiu Jitsu	Haarlem	Neighbourhood: Oosterduin	NL , EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
haarlem-sport.nl	Mudo	Haarlem	Neighbourhood: Kleine Hout	NL , EN	https://www.taekwon.nl/
mijnsportistop.nl	Mudo	Haarlem	Neighbourhood: Zijlwegkwartier	NL	https://www.taekwon.nl/
grappling-haarlem.nl	Mudo	Haarlem	Neighbourhood: Boerhaavewijk	NL , EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
judo-haarlem.nl	Mudo	Haarlem	Neighbourhood: Den Hout	NL , EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
zelfverdediging.eu	Mudo	Haarlem	Neighbourhood: Oude Stad	NL	https://www.taekwon.nl/brazilian-jiu-jitsu/
sport-heemstede.nl	Mudo	Heemstede	Neighbourhood: Provincienbuurt	NL , EN	https://www.taekwon.nl/brazilian-jiu-jitsu/
hapki-do.nl	Mudo	Haarlem	Neighbourhood: Schalkwoud - Haarlem	NL , EN	https://www.taekwon.nl/mudo/
hapki.nl	Mudo	Haarlem	Neighbourhood: Europawegzone - Haarlem	NL , EN	https://www.taekwon.nl/mudo/
hwa-rang.nl	Mudo	Haarlem	Neighbourhood: Schalkstad - Haarlem	NL , EN	https://www.taekwon.nl/mudo/
dutchtopteam.nl	Mudo	Netherlands	City Haarlem in combination with Dutch Olimpic fighters	NL	https://www.taekwon.nl/wedstrijdtraining-2/
taekwondo-beverwijk.nl	Taekwondo	Beverwijk	Neighbourhood:Beverwijk and Heemskerk	NL , EN	http://www.bjj-heemskerk.nl/
haarlem-taekwondo.nl	Taekwondo	Haarlem	Neighbourhood: Zuiderpolder	NL , EN	https://www.taekwon.nl/taekwondo/
heemstede-taekwondo.nl	Taekwondo	Heemstede	Neighbourhood: Centrum	NL , EN	https://www.taekwon.nl/taekwondo/
taekwon-do.eu	Taekwondo	Haarlem	Neighbourhood: Haarlem Oost	EN	https://www.taekwon.nl/taekwondo/
taekwon.eu	Taekwondo	Haarlem	Neighbourhood: Haarlem Noord	NL , EN	https://www.taekwon.nl/taekwondo/

taekwondo-haarlem.nl	Taekwondo	Haarlem	Neighbourhood: Geleerdenbuurt	NL , EN	https://www.taekwon.nl/taekwondo/
taekwondo-heemstede.nl	Taekwondo	Heemstede	Neighbourhood: Van Merlenbuurt and Valkenburgerplein	NL , EN	https://www.taekwon.nl/taekwondo/
taekwondo-holland.nl	Taekwondo	Haarlem	Neighbourhood: Waarder- en Veerpolder	NL , EN	https://www.taekwon.nl/taekwondo/
taekwondo-hoofddorp.nl	Taekwondo	Hoofddorp	Neighbourhood: Floriande	NL , EN	https://www.taekwon.nl/taekwondo/
taekwondo-nederland.com	Taekwondo	Haarlem	Neighbourhood: Schalkwijk	NL , EN	https://www.taekwon.nl/taekwondo/
world-taekwondo-federation.eu	Taekwondo	Haarlem	Neighbourhood: Haarlem Center	EN	https://www.taekwon.nl/taekwondo/
world-taekwondo-federation.nl	Taekwondo	South Korea	City : Seoul	NL	https://www.taekwon.nl/taekwondo/