

## **WELCOME TO PROJECT 1!**

A guided practice of concepts from the first 8 weeks of the course.

### **Project Description**

You will be creating a **product page** for any product or service of your choosing (we are in the Business school after-all). The content of your website must be original, substantial, and informative. The quality of the content, in addition to its presentation, will be a major factor in your grade.

Here are some examples of product pages. Your product pages don't need to be as detailed and complicated as these, these are solely given here to give you design inspiration in your projects:

[Patagonia Women's Better Sweater Fleece Jacket](#)

[Bambu Lab AI 3D Printer](#)

[7-day Cruise to Hawaii: Inter-Island](#)

Check any home listing on [Zillow.com](#)

You may choose the content of the website to be whatever you like according to your chosen product or service. For example, if you choose to create a product page for a new type of shoe, you may include product information about the shoe, warranty, price, purchasing options, and return policy. If you choose to create a product page for a new type of service, you may include information about the service, different service packages, pricing, team members, and contact information. For whatever direction you choose, make sure that the potential users of your site are the focus.

### **Grading**

This project will be worth 15% of your semester total grade.

The grading of the project will be divided into 2 distinctions, required and optional tasks. The required tasks will account for 60% of your grade, while the optional tasks will account for the 40%. You may choose to do as many optional tasks as you would like, but the maximum grade possible on the project is 100%. A maximum of 5% may be used as "bonus" for points lost on the required tasks (i.e. if you get 55% on the required tasks, you may earn up to 5% back on the optional tasks).

**A full listing of Required and Optional tasks is given on the page below.**

## Required Tasks (up to 60 pts.)

**[18 pts]** Effective use of CSS for styling elements, including clear implementation of the many design principles we have discussed in class: visual hierarchy, navigation, color theory, contrast, repetition, alignment, and proximity.

**[12 pts]** Strategic use of the **display: flex;** property in your CSS.

**[7 pts]** Include 3+ custom icons and 1+ custom fonts. You are encouraged to use Font Awesome and Google Fonts but your icons and fonts may be from anywhere.

**[5 pts]** Create the HTML framework for a landing page that includes a **<main>** section, a **<header>** or **<nav>** (to be your navigation bar), multiple **<div>** divisions for the content of your page (you can use **<aside>**, **<article>**, **<section>**, etc. as needed), and a **<footer>**.

**[5 pts]** Usage of a color scheme that is consistent, visually appealing, and applicable to the content of the website. (Use of CSS Variables is encouraged)

**[5 pts]** Include 5+ images that are relevant to the content of the website.

**[5 pts]** At least one instance of using a tool or skill that was taught by your peers in our UTD presentations. If an online tool was used, proof of the tool must be evident somewhere in your submission.

**[3 pts]** Initialize a new Git repository for the project, and push it to your GitHub account (1 pt.). Make commits regularly to show your progress (1 pt.). Your website should be live on GitHub Pages (1 pt.).

## Optional Tasks (up to 45 pts.)

**[10 pts]** Include an interactive component (feature) on your website (i.e. a carousel, a modal, a dropdown, an animated SVG image, etc.). Max. 2 interactive features for up to 20 points total.

**[8 pts]** Implement the **Tailwind CSS** framework to style your website (must be the majority of your styling)

**[7 pts]** Include an HTML form with at least 5 **<input>** elements on your website (it does not need to be functional)

**[6 pts]** Include 3+ SVG elements (icons, page artwork, or dividing elements). (2 pts per element)

**[5 pts]** Have a full system of **CSS Variables** that are used throughout your site (at least 10 variables)

**[4 pts]** Include a **<video>** on your website

**[4 pts]** Include 3+ hover effects in your site.

**[3 pts]** Implement smooth scrolling somewhere on your site.

**[3 pts]** Include 3+ tooltips (1 pt. each)

**[3 pts]** Include a "sticky header"

**[2 pts]** Include a favicon (inclusive of your 5+ in required tasks)

**[1 pts]** Include a "back to top" button

### **A Reminder of AI Usage**

I will always encourage the use of AI to help you with your coursework, but to be wise and accountable in its use. For each instance that AI is used, you must disclose it in the comments of your code with a date stamp and the prompt you provided the AI with. In general, you may use AI to help you with the design of your website, but the content must be original to you.

### **Submission**

Following your completion of the project, submit a PDF of the completed form on the last page of this document, with a description of how the project went for you. The PDF should be named “Firstname-Lastname-Project1.pdf” and submitted to the appropriate Project 1 assignment on Learning Suite. Included in the submission comments should be a link to your GitHub repository for the project.

**Good luck and HAVE FUN with this project!**

Your Name:

GitHub Repository URL:

**Required Tasks, select all that were completed (up to 60 points):**

- ☒ **18 pts;** Effective use of CSS for styling elements.
- ☒ **12 pts;** Strategic use of the **display: flex;** property in your CSS.
- ☒ **7 pts;** 3+ custom icons, 1+ font (**Font Awesome**, and **Google Fonts** encouraged)
- ☒ **5 pts;** Semantic HTML framework
- ☒ **5 pts;** Appropriate and appealing color scheme
- ☒ **5 pts;** 5+ images (inclusive of favicon)
- ☒ **5 pts;** 1+ instance of using a UTD skill
- ☒ **3 pts;** Repository on GitHub (1 pt.), consistent commit (1 pt.), GitHub Pages (1 pt.)

**Optional Tasks, select all that were completed (up to 45 pts):**

- ☒ **20 pts;** Interactive component on your website (max. 2; 10 pts. each)
- ☒ **8 pts;** Use **Tailwind CSS** to style your website (as the majority of your styling)
- ☒ **7 pts;** Create an HTML form with at least 5 **<input>**'s, (non-functional ok)
- ☐ **6 pts;** Include 3+ SVG elements (any type). (2 pts. each)
- ☒ **5 pts;** Full system of **CSS Variables** (min. 10 variables required)
- ☒ **4 pts;** Include a **<video>** on your website
- ☒ **4 pts;** Include 3+ hover effects in your site.
- ☒ **3 pts;** Implement smooth scrolling somewhere on your site
- ☐ **3 pts;** Include 3+ tooltips (1 pt. each)
- ☒ **3 pts;** Include a "sticky header"
- ☒ **2 pts;** Include a favicon
- ☒ **1 pts;** Include a "back to top" button

**In a few sentences, respond to these questions:** What did you learn while working on this project? What was your favorite part? What was most difficult?

Something I learned while working on this project is the importance of planning ahead while working on HTML and CSS. I only read the optional tasks after completing the required tasks, and it gave me a headache later just trying to figure out how to implement Tailwind into my HTML code and figure all of that out. I also learned that I now know the basics of HTML and CSS well enough to create a well-structured website page, and that is pretty fun for me to realize. My favorite part of the project was picking out different design elements for the page - my girlfriend designed the Haribo logo that I then was able to use in the header and the footer, which was fun to edit and play around with, and then small design features like the looping video, the hover elements on the related products section that make it somewhat fun to hover the mouse over, and the small details that bring a lot of the page together. I would say the most difficult part was definitely trying to switch most of my styling to Tailwind, but I found a website that helped me to do some of that which was helpful.

**If applicable, include proof of using UTD tools here:**

The UTD tools I used were the video tags, the gradient I used for the background, whatfont on different websites to see which font I liked, remove.bg to remove backgrounds from the haribo product images I used and the logo that my girlfriend designed, and CSS Variables. I had a lot of fun using all these different tools!