

## **Applied Web Project 1: HTML/CSS 10%**

### **Due: Week 5**

#### **Brief**

This project asks you to create your own **online portfolio website** by using simple functioning HTML/CSS coding with the **typographic approach**. With the skill-building exercises (SBE) given out in the class and from the required readings, you should have acquired basic knowledge of website design and simple functioning HTML/CSS coding skills. Now, you are required to translate that knowledge into an applied web project. You need to have a proactive and independent learning attitude to learn and practice web design. There are millions of resources available from various sources to assist you. It is your job to find out how to complete this project to fulfill the basic requirements listed below. You can improve upon the project standards if you desire to achieve a better grade.

#### **Requirements**

1. Must build with HTML/CSS code
2. Must use typographic approach as the main visual design strategy
3. Based on references from Web Design for Dummies, Chapter 2, must document the design process: Definition, Design, Development
4. Website must include navigation links for at least 3 types of work sample categories (by type: such as illustration, photography, packaging, book design or by project)

#### **What needs to be done**

1. Design process workbook (5%)
  - Definition: site goals, project task with work schedule
  - Design: sitemap diagram, wireframe, look-and-feel mood board\*
    - \* Look-and-feel mood board: Develop at least 3 design directions using typographic approach as the main visual design strategy with 100-word explanation each
  - Development: content matrix, comps of final design
  - Final design showcase: 100-word design rationale, screen captures of entire website
2. The HTML/CSS online portfolio website (5%)
  - Home page + at least 3 navigation sets
  - Must include images of your creative work samples

#### **Submission**

- Upload your Design process workbook in PDF format through the Project 1 Turnitin submission link.
- Post your URL (website address) of this project to Project 1 Discussion Forum.

#### **Assessment criteria**

- Overall quality of design process workbook (40%)
- Evidence of understanding of HTML/CSS code and navigation design (30%)
- Aesthetic quality and contents of final design showcase (30%)