Project 2 (20%)

Individual Web Design Project

Coding Front-end Languages (HTML/CSS)

Introduction
This project will teach you the technical skills of web design and enable you to create hard-coded websites that are adaptable for multiple device platforms. You will use web code languages such as HTML and CSS to craft and deploy an industry typical website design live onto the web and viewable in the browser.
Each class will introduce a new technical milestone to learn, culminating in a full multi-page website by midterm. An incremental update of the code will be available each class as we make progress. You will be provided with direct instruction on the first 2 pages of the site and you will be expected to follow along. The 3rd page will be assigned as homework and will require you to apply the knowledge you have been developing in both code and design.

https://www.fiftythree.com/

All the formatting, techniques and processes for each part of the project will be outlined in class. Visual references and code snippets will be provided in a folder on the class Google Drive. Please consult the schedule below.

Purpose
To provide the students with practice coding in HTML and CSS with a strong foundation in process and workflow. This project will act as a review and an application of the technical skills you are developing in this class. It also offers an opportunity to explore creative opportunities in web redesign scenarios.

Goal
- Set up programming workflow using Sublime Text Editor
- Recreate an example website entirely in code
- Use code structure developed in class to independently develop a new product page for the client 53 Design (part or WeTransfer)
- Learn skills required for the web design & development in projects 3 & 4

In this project, you will…
1. Learn how to read and decipher web code
2. Structure an HTML document
3. Style your HTML by referencing CSS files
4. Recreate a responsive website as a code-based prototype

5. Apply your code base to the design of a new web page
6. Host your new 3-page website prototype on the web

Project Calendar

- Class 2 - Project Brief (HTML)
- Class 3 - Styling (CSS)
- Class 4 - Layout and Structure
- Class 5 - Images and Media
- Class 6 - Web Design Strategies
- Class 7 - Responsive
- Class 8 - Critique

Deliverables
Every student will submit a folder containing the code and all assets for all 3 pages of their website to the Project 2 folder.

Submission Deadline	Nov 21, 2022
Submission Contents	Zipped Folder ("DESN340_P2_Complete_SmithJesse.zip) ● CSS folder (with files) ● Images folder (with all images optimized for web) ● index.html ● interior.html ● product.html
Location for hand-in	Desn340 Google Shared Drive, in the "Desn340_Project2" Folder

Evaluation Criteria
The website will be evaluated based on your ability to implement code and achieve a usable, interactive, and interesting web experience. The website should follow the branding established by the company and apply it into visually interesting typography, media, and composition choices.

The submitted work will be evaluated based on the following criteria:

- All files present and complete
- File naming conventions and structure
- Submitted on time and in full
- Code accuracy (function, tags, links)
- Code Readability (Formatting)
- Code Readability (Commenting, spacing, etc.)
- Branding Consistency
- Visual Balance and cohesion*
- Visual legibility and contrast of the design
- Responsive media and layout
- Typography and UI elements
- Product page layout (balance, rhythm, hierarchy)*
- Product page content
- Product page user experience design
- Creative use of the web medium
- Overall writing quality and clarity

*Non-design students will have the criteria associated with visual principles evaluated at 50% of their regular mark weight.