



UNIVERSITI TEKNOLOGI MARA (UiTM) IMD318: GROUP PROJECT

Assessment

Softcopy Website : 30%

Presentation : 10%

Overview

In this group assignment, you and your teammates will work together to create a corporate website for a fictional company. You will have the opportunity to apply the skills you learned in the course to design and develop a fully functional website that meets the needs of the company and its users. Working in a group of 3-4 people, you will need to coordinate your efforts and assign roles and responsibilities to ensure that the project is completed on time and to a high standard. You will need to choose a company name and create a branding strategy that is reflected in the design and content of the website.

Instructions

1. Form a group of 3 to 4 people. Choose a group leader who will be responsible for coordinating the project and submitting the final deliverables.
2. Choose a company or organization to represent. This could be a real or fictional company, but it should be a medium-sized business with a clear mission, values, and target audience.
3. Conduct research on the company and its competitors. Gather information about the company's history, products or services, customers, market position, and branding. Analyze the strengths and weaknesses of the company's online presence and identify opportunities for improvement.
4. Decide on the content and structure of the website. Create a detailed outline of the different sections and pages that you want to include. Write compelling and informative copy that reflects the company's values and messaging.
5. Assign roles and responsibilities to each group member. Decide who will be responsible for developing the HTML and CSS code, who will handle the content creation, who will oversee the project management, and any other roles that are necessary.
6. Develop the HTML and CSS code for the website. Use the techniques and best practices that you have learned in this course to create a well-structured and semantically correct web page. Make sure to include appropriate HTML tags, such as headings, paragraphs, lists, images, and links.

7. Style the website using CSS. Use CSS to add color, typography, layout, and other visual elements to your web page. You can use an external stylesheet or embed CSS directly in your HTML code.
8. Test the website for functionality and usability. Make sure that all links work correctly, images load properly, and the overall user experience is smooth and intuitive.
9. Host the website on GitHub or another web hosting platform. Make sure that the website is fully functional and accessible from any device or browser. You can use a custom domain name if you have one.
10. Submit your corporate website and GitHub repository. Include the link to your website hosted on GitHub or another hosting platform in your submission. Make sure that your HTML and CSS files are well-organized and properly commented.

Deliverables:

- A well-designed and functional corporate website created using HTML and CSS.
- A GitHub repository or another hosting platform that contains the HTML and CSS files of your website.
- A short report on your research, design choices, and development process. Include a description of the company, its competitors, and its target audience, as well as an analysis of the website's strengths and weaknesses. Also, describe your design choices, the challenges you faced, and the lessons you learned while developing your website.
- The report should be in PDF format and uploaded with the submission.
- A link to your website hosted on GitHub or another hosting platform.

Grading criteria: (100%)

- Content and structure: Does the website have a clear structure and layout? Is the content well-organized and informative? (20%)
- HTML code: Is the HTML code well-structured, semantically correct, and free of errors? (20%)
- CSS styling: Is the website visually appealing and well-designed? Does the CSS code follow best practices? (20%)
- Functionality and usability: Is the website fully functional and easy to use? Are all links and images working correctly? (20%)
- Research and analysis: Does the report demonstrate a thorough understanding of the company, its competitors, and its target audience? (10%)
- Project management: Did the group effectively coordinate their efforts and assign roles and responsibilities? Did they meet deadlines and communicate effectively? (10%)