

# Centennial College

## CENTENNIAL COLLEGE PROGRESS CAMPUS COURSE COMP213 Winter 2024 Term Project

For your individual term project, you will create an online marketplace tailored to a specific industry or market segment. This project will involve the development of a website comprising 6 interconnected pages, facilitating transactions and interactions for the exchange of physical goods, services, and digital products across the digital landscape.

1. **Home Page (1 page)** - The home page serves as the initial point of contact for visitors. Prioritize placing engaging content above the fold to ensure users receive pertinent information without scrolling. The homepage should feature:
  - a) Identity: Clearly communicate your brand identity.
  - b) Services: Highlight the core services or products your business offers.
  - c) Audience: Define your target audience and address the problems your business solves.
  - d) Solutions: Illustrate how your products or services provide solutions to users' needs.

The goal is to create a homepage that loads fast and captures users' attention. You can always link to other main pages, like your main category pages, from the homepage to direct traffic flow.

2. **About Page** – Depending on the nature of your business, this page should include: **(1 page)**
  - Company history
  - Your brand values
  - Delivery policy
3. **Product or Services Page** – Products or Services page gives users an overview of what you offer. If you have a wide range of e-commerce products or services, you'll need a hierarchy to properly categorize everything you offer. Try creating a category page for similar products, and then having a product detail page for each product. For example, you could create a category page just for shoes, then link to all of your shoe products as separate product detail pages. The more categories and products you have, the greater the number of pages on your e-commerce site.

e.g., **2 categories** of products, you'll have a minimum of 2 category pages. From there, a separate product detail page for every offering. If you have just **two products per category**, you'll have **4 product detail** pages. As you can see, the page numbers add up for e-commerce websites, where the focus should be primarily on what you're selling. **(4 pages)**

4. **Resources page:** (1 page) Resources page can include elements such as a blog, podcast, customer support information, FAQs, social media feed, or product care instructions, among others. Choose any one of these elements to design the resource page.
5. **Contact Form - (1 page).** Contact page will be the simplest -the page focused on how users can contact you. Include information such as your:
  - Phone number
  - Email address
  - Social media accounts
  - Physical location
6. **Site Map and Credits Page (1 page)**– An HTML page containing a sitemap. This serves to offer a site map for easy navigation, allowing customers to quickly find the information they're looking for or access specific sections of the website.

The design of the website should be airy and optimistic, using light neutral colors and easy to read fonts.

The general page layout has to be the same for all the pages in the website.

All the styling for fonts, colors, and hyperlinks has to be done with a **CSS style sheet that is attached to each page in the website.**

All the pages have to share a **common look and feel**, achieved through consistent placement of graphics and navigation and through sharing of a common color scheme.

Special attention should be given to the **proper use of whitespace** in order to create an airy and optimistic design (use a light color scheme and make sure pictures are not touching the text on the pages).

Collect yourself all the required information, graphics and pictures by researching free resources on the Web. (Mention credits for graphics and property info on the **Credits Page**).

Upload the project-to-Project folder (images and html file as zip folder) and also to your folder on the studentweb server and provide a "**term project**" link to it from your **index page**.

**No late submissions please, due to the end date for the semester.**