Advanced Web Authoring

Final Marked Assignment (FMA)

Introduction

The FMA carries 75% of the total marks for this module. It is designed to test all of the skills and knowledge you have developed throughout the module. It requires you to build a small business web site using HTML 5 and CSS 3. The site should conform to extant technical, design and accessibility standards.

FMA Description

Emblem Collectible Books has been selling rare, used classic fiction from its store in Mayfair for 40 years. The cost of the rental on the retail premises, however, has increased to the point where the owner can no longer afford to continue her lease. Rather than give up, she has decided to rent an 'under the arches' warehouse space in Mile End and to run the business on an e-commerce only basis. She is hopeful that doing this will help her not only save the business, but also help her to reach what she perceives as a previously unreachable market for collectible books in the USA, Canada, New Zealand and Australia.

The owner has met with several web-designer/developers and has chosen you to do the work. She has very limited knowledge of what constitutes an appropriate design for her business and is relying on you to produce something that reflects the nature and purpose of the enterprise. Despite her lack of design savvy, as a cautious businessperson, she has taken the time to do some basic research into what she should be getting for her money. Her research tells her that whatever the design, the site should be:

1. Built to current web standards using HTML 5 and CSS 3

2. Satisfy accepted design standards for small e-commerce sites

3. Meet accepted usability guidelines

4. Meet accessibility guidelines (e.g. WAI)

5. Be accessible through mobile devices, as well as standard larger screen devices.

6. Be, as far as realistically possible, cross browser compatible.

In your last meeting with the owner, you worked together to produce **a site structure diagram** for Emblem. She also provided you with **a collection of resources** for the site. These are contained in the WA FMA resources folder in Moodle; the resources sub-folder contains the following:

- Images and textual content for the:
  - Home page
  - Books page
  - 19th Century books page
  - Delivery page
  - Contact us page
- A background image (in a range of sizes), and textual content for the site logo
- A promotional video (three formats)
- An embeddable font (four formats)

It is now your task to produce an appropriate design for Emblem, and implement that design using the resources listed above.

Deliverables for Assessment

Your completed FMA must include the following elements:

Design Work

Storyboards for the Emblem home page and contact us page. The storyboards must contain sufficient detail to communicate the look and feel of the site clearly to the customer. Please use Visio (or appropriate drawing package) to produce your diagrams. The storyboards should represent the pages when viewed at average screen size (e.g. 1024px).

> Note that YOU must decide on the most appropriate styles and layout for the context (rare books) and the content provided. The site colours should be based on the base colour, #236841.

Web Site

A published web site based on the architecture shown in the Emblem site structure diagram. Note that only the five pages listed below should be implemented. All other pages should be linked to using null (#) links.

- Home page
- Books
- 19th Century Books
- Contact us
- Delivery

Your site should be <mark>published on the DCSIS student web server</mark> so that they are accessible on the following URL.

<mark>http://titan.dcs.bbk.ac.uk/~*yourusername*/wafma</mark>

The website should include the following:

1. Appropriate layout for each implemented page. Layout should be <mark>fluid</mark> and achieved using an HTML 5 specific approach (e.g. <mark>sectioning elements</mark>).

2. <mark>Semantically marked up</mark> content.

3. CSS that is concisely and elegantly written, and which includes <mark>a selection of the advanced features taught on the module</mark>: (e.g. <mark>CSS reset, child combinators, structural pseudo classes, box-shadow</mark>, etc.).

4. An embedded <mark>video file</mark>.

5. A <mark>site logo</mark> created from a combination of (a) a background image (See resources folder) (b) an embedded font (Parisian Normal) (c) CSS 3 font properties.

6. An <mark>accessible contact form</mark> that includes the following fields: (a) <mark>Title</mark> (Mr, Mrs, Miss, Ms, Dr, Prof), (b) <mark>Name,</mark> (c) <mark>Email,</mark> (d) <mark>Nature</mark> of query (Buy books, Sell books, Return a book, Delivery, Complaint, Other), (e) <mark>Message.</mark> Appropriate controls should be used for each field. The form should be appropriately <mark>marked up and styled</mark>. Appropriate controls should be used for each field.

7. A <mark>table</mark> that details <mark>delivery charges to the UK, Europe, United States/Canada and the Rest of the World</mark>. The completed table should incorporate the table <mark>accessibility features</mark> introduced in session 6.

Marking Criteria and Breakdown of Marks

Design (20%)

1. Design/<mark>Storyboards (10%)</mark>
You must produce a context appropriate design for Emblem. This design must be clearly and fully <mark>communicated in storyboard format</mark> for the home page and for contact us page. Colours should be <mark>derived from the base colour #236841</mark>.

2. <mark>Implementation of Design (10%)</mark>
The <mark>implemented design must correspond to</mark> the design as shown in your <mark>storyboards.</mark>

Website (65%)

Site Features

1. Accessibility (8%)

The site should exhibit a full range of appropriate accessibility features and techniques.

2. Browser Compatibility (8%)

The site must employ a range of appropriate HTML 5 techniques for ensuring cross-browser compatibility.

3. Web Standards (8%)

The site must meet the current technical standards requirements for HTML 5 and CSS 3.

4. Layout (9%)

Layout must be appropriate, and achieved using HTML5 specific techniques.

5. Sematic Markup (8%)

All site content must have appropriate semantic markup.

6. CSS (8%)

The site CSS should be concise and elegant, and include examples of CSS 3 specific techniques.

7. Site Logo (4%)

You must create an attractive site logo using the embedded font, Parisian Normal, the background image provided in the resources folder and the textual content from the resources folder, styled with appropriate CCS 3.

Page Specific Features

1. Embedded Video File (4%)

The provided video file must be successfully embedded into the site home page using HTML 5 and CSS3 techniques.

2. Accessible Table (4%)

The table should be designed to structure the data provided for the delivery page. It should be fully accessible, and appropriately styled.

3. Accessible Form (4%)

You should create a contact form for the contact us page, using HTML 5 and CSS 3. The form should include the following fields: (a) Title (Mr, Mrs, Miss, Ms, Dr, Prof), (b) Name, (c) Email, (d) Nature of query (Buy books, Sell books, Return a book, Delivery, Complaint, Other), (e) Message. Appropriate controls

should be used for each field. The form should be appropriately marked up and styled.

Report (15%)

You must complete a 750-word (+/- 10%) report, detailing the strengths and weaknesses of your site in terms of accessibility and cross-browser compatibility.

Completing the FMA

The FMA must be completed and submitted electronically in the assignment dropbox in Moodle BEFORE the FMA deadline for your class.

Begin your work early, as the FMA is a substantial task that requires planning and effort to complete satisfactorily.

Getting support

Support for the FMA work will be available from your tutor until two weeks before the assignment deadline.

Getting feedback

The FMA will be marked by your tutor and then second marked by another tutor. This process can take up to eight weeks. Once all the required marking and second marking has been completed, your grade and your feedback will be uploaded to Moodle.

Backing up files

Always keep a back-up copy of all work submitted for assessment in case of unforeseen submission problems.

Plagiarism

Plagiarism, which is claiming the work of others as your own, is a serious offence and can result in your exclusion from all colleges of the University of London. You should be aware that we use a range of automated tools to spot potential plagiarism in spreadsheets, databases, programme code and text documents. Providing you clearly reference work done by others that you have included in your FMA you will not be penalised.

In the course of completing the assignment, we acknowledge that you will research code from books and from online sources. *Ideas* and *techniques* from these sources may be used in the completion of your own work. HOWEVER, your own work MUST differ significantly from any third-party sources. If it does not, this will constitute plagiarism. You must also ==clearly reference any third-party sources== you have used.

Likewise, we acknowledge that some students will work together collaboratively to solve problems. Again, if you do this, each student's final submission must be markedly different. If your work is not markedly different from another student's work, again, this will consitute plagiarism.