### Assignment 1

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| **Due date:** | 7th July 2017 ( Before 2pm) |
| **Value:** | 30% |
| **Group Member:** | 4 students in a group |

***\**** *Must submit the hard copy and soft copy (your website files) of your assignment to the department before 2pm. After 2pm 2.5 marks will be deducted from the overall marks for late submission)*

***Turnitin Details:***

Class ID: **15449334**

Enrollment Password: **InternetSem2**

**Expected Learning Outcomes Assessed:**

* Create a website using HTML, CSS and information gathered from the Internet (CLO2);
* Write simple JavaScript and jQuery scripts in webpages (CLO3)
* Present the website created professionally (CLO4)

**INSTRUCTIONS:**

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| **Introduction:**  You are a member of a design team at BlueFish Media Design, a premier web design and multimedia design firm in the Kuala Lumpur area. Recently, several local firms have approached BlueFish with requests for web sites.  The new clients are:   1. **Le Expensziv** -- a new gourmet French restaurant offering wonderfully delicious food and extravagant prices 2. **A Dog's Life** -- a company that offers dog grooming, training, daycare, and vacation boarding services to the greater Kuala Lumpur area 3. **Coffee Cafe** -- a locally owned coffee bar similar to Starbucks located in the Kuala Lumpur neighborhood 4. **Baby Time** -- a small, upscale shop in Deer Park Mall specializing in clothes, toys, and accessories for infants and toddlers 5. **Kirk, Picard, & Janeway** -- a new accounting firm just formed by three recent accounting major graduates specializing in small business and tax accounting.   **The Task:**  Since your team has done so well on previous assignments, the Web Design Director, Maria Riaz, has decided to allow your team to choose the client you would like to work with.  Your task is to analyze the competition and propose a page layout design appropriate for your client's business and target audience. There are three deliverables: Analysis Report, Presentation, and a Web site, and the Share Your Design discussion message posting.  Each member of the team plays a different role:  FearlessLeader, DesignGuru, TextMaster, and PixelMeister. You will need to discuss these roles with your fellow team members and each choose a role.   |  |  | | --- | --- | |  | **FearlessLeader:** The FearlessLeader serves as the team leader. The role of the FearlessLeader includes working with the team to divide up tasks, leading discussions, reminding team members about due dates, posting the “**Share Your Design**” discussion board message, etc. The FearlessLeader is ultimately responsible for all of the group's deliverables. | |  | **DesignGuru:** The DesignGuru verifies that design principles such as alignment, contrast, proximity, and repetition are utilized in the design of a usable and accessible website. The DesignGuru contributes to all the design-related components – especially the page layout format for the website. The DesignGuru will generate the **Presentation** (with help from other team members). | |  | **TextMaster:** The TextMaster focuses on writing for the Web-- the use of text and the written word on web pages -- including writing compelling headings, brief paragraphs, and brief catching lists. The TextMaster will generate the written **Analysis Report** (with help from other team members) and provide assistance with the text for the Website. | |  | **PixelMeister:** The PixelMeister focuses on the use of color and graphics on a Web site. The PixelMeister has responsibility for the selection and justification of the color scheme chosen. The PixelMeister will generate the **website** (with help from other team members). |   **The Process:**  ***Choose Your Client***  Your first step is to discuss the clients listed above with your team and choose your client.  ***Analysis***  Your team will need to do some investigation and background analysis.   1. Determine the top three expectations your client has for the website. 2. Determine the target audience. 3. Locate three potential competitors (or similar websites). 4. Use the [Web Design Best Practices Checklist](http://terrymorris.net/bestpractices) to analyze the competition. For each competitor, note two strengths and two weaknesses. 5. List the working title of each page on your web. 6. **Site Map:** Using a word processor or PowerPoint draw a flowchart (storyboard) of your web site that shows the hierarchy of pages and relationships between the pages. 7. **Wireframe:** Use a computer application to create a wireframe for a sample page on your web site that clearly shows the logo, navigation, content, and footer areas. 8. The Analysis Report. Submit a five-page written description of your results for the analysis.   ***Design***  Your team needs to design a website and create a presentation to propose to the client.   1. Choose color scheme. Justify your selection. 2. Choose page layout type: jello, liquid, or ice. Justify your selection. 3. Choose font face, weight, and size for headings, subheadings, main content, footer, etc. Justify your selection. 4. **The Website.** Use any text editor to create the website from scratch. Create your own content, including logo banner. Upload your Website to the Web using github. 5. **The Presentation.**  Present your design with flair!  Use Microsoft PowerPoint to enthusiastically share your design ideas with your client. Include information about the target audience and client expectations from your Analysis Report. Include your proposals for color scheme, page format type, and fonts you selected. Include the URL of your website. 6. **Share Your Design**. Your FearlessLeader will post a message to the class discussion board with the URL of your website and a brief message describing the design.   **Resources:**   1. The [Web Design Best Practices Checklist](http://terrymorris.net/bestpractices) 2. Your course textbook 3. Course Web site: <http://webdevfoundations.net> 4. The Web!   **Marking Scheme:**  **Analysis Report (25 points)**   |  |  |  |  | | --- | --- | --- | --- | |  | **Outstanding  3 points** | **Average  1 point** | **Needs Improvement  0 points** | | **Website Name and Purpose** | Clearly stated | Unclear | Missing | | **Three Client Expectations** | Three client expectations are clearly stated | Three client expectations  are provided but they are not clearly stated | Less than three client expectations are present | | **Target Audience** | Clearly described in terms of age, gender, interests, and socio-economic criteria. | Unclear or missing criteria | Missing or does not relate to the website purpose | | **Competitor websites** | Listed three URLs of competitor or similar websites | Listed less than three URL of a competitor or similar website | Missing or the URLs are not competitor or similar websites | | **Competitor Strengths & Weaknesses** | Clearly describes two strengths and weaknesses for each site | Clearly describes less than two strengths and weaknesses for each site | Missing or strengths and weaknesses are not clearly stated | | **Page Titles** | Lists the title of each page (between seven and eleven titles) | Lists more than four but less than seven titles | Lists less than five titles are listed. | | **Site Organization** | The site is organized in an appropriate and usable manner. | Only one area of the site organization needs to be modified to result in a usable product. | Two or more areas of the site organization need to be modified. | | **Wireframe** | - | Present, organized, easy to read and understand | Missing | | **Mechanics** | Well organized, complete sentences, correct grammar and spelling.  Clearly labeled, readable | Complete sentences, but slightly disorganized, or less than three grammar/spelling errors.  Unclear labeling | Incomplete sentences, three or more grammar/spelling errors.  No labels |   **Website (50 points)**   |  |  |  |  | | --- | --- | --- | --- | |  | **Outstanding  4 - 3 points** | **Average  2- 1 point** | **Needs Improvement  0 points** | | **Target Audience** | --- | Website is appealing to target audience | Website does not appeal to target audience | | **Page Layout** | The Web site has an exceptionally attractive and usable layout. It is easy to locate all important elements. | The Web pages have an attractive and usable layout. It is easy to locate all important elements. | The Web pages have a usable layout, but may appear busy or boring. It is easy to locate most of the important elements. | | **Navigation** | Easy to use, consistent | Inconsistent or difficult to use | Missing | | **Visual Appeal** | Use of color, contrast, text, graphics is appealing to target audience | Appealing to target audience in all but one area. | Not appealing to target audience in more than one area | | **Text Content** | Follows all web design best practices | Follows most web design best practices (only three or less instances do not comply) | Missing or does not follow most web design best practices | | **Accessibility** | - | W3C Guidelines followed | Two or fewer instances where W3C guidelines are not followed | | **Table** | **--** | Correct syntax | Missing or incorrect syntax | | **Graphics** | **--** | Correct syntax | Missing or incorrect syntax | | **Bonus Feature** | **--** | Correct syntax | Missing or incorrect syntax | | Responsive web design | intelligently pruning amount of information displayed and;  making adjustment to the design to improve the users' experience while using the application. | There is responsive design being applied but needs some major changes | Missing or unsuitable use of responsive design | | **Meta tag** | Correct syntax (description meta tag), excellent selection of keywords and meaningful description | Correct syntax (description meta tags), adequate selection of keywords and description | Missing or incorrect syntax | | **Form Coding** | Correct syntax, meaningful form element names | Correct syntax | Missing | | **Form Processing** | Form invokes server-side processing to send information in e-mail | Form information not processed correctly | Form not configured for processing | | **HTML Validation** | Required number of pages pass | Less than the required number of pages pass | No pages pass | | **CSS Validation** | External CSS file is present and passes validation | External CSS file is present but does not pass validation | External CSS file is not present or does not pass validation |     **Presentation (15 points)**   |  |  |  |  | | --- | --- | --- | --- | |  | **Outstanding  3 points** | **Average  1 point** | **Needs Improvement  0 points** | | **Organization** | Presentation is coherent and organized | Presentation could be more organized | Presentation is not well organized | | **Purpose & Design** | Clearly and completely described purpose and design issues (color, layout, etc.) of the pages. | Description of purpose and design issues could have been more complete or more clear.. | Description of purpose and design issues was missing or the student read pages aloud word-for-word. | | : **Project Challenges** | Clearly and completely discussed challenges encountered and overcome | Incompletely or unclearly described challenges encountered and overcome | Did not discuss challenges encountered and overcome | | **Participation** | The student was actively engaged during the discussion of each project — noted web design best practices, suggested areas for improvement, and/or asked pertinent questions. | -- | The student did not attend class or was not actively engaged during the discussion of each project. | | **Mechanics** | Well organized, complete sentences, correct grammar and spelling. | Complete sentences, but slightly disorganized, or less than three grammar/spelling errors. | Incomplete sentences, three or more grammar/spelling errors. |   **Individual Group Contributions will be rated as follows:**   |  |  | | --- | --- | | 10 - 8 points | A real Team Player – communicates and contributes quality work almost daily, cooperates with other group members, fulfills the responsibility of the assigned role in a timely manner | | 7-6 points | Communicates and contributes quality work several times a week cooperates with other group members, fulfills the responsibility of the assigned role in a timely manner | | 5-4 points | Communicates only when absolutely necessary or only somewhat cooperative with group members or only minimally fulfills the responsibility of the assigned role in a timely manner | | 3-2 points | Rarely communicates or is not cooperative or fulfills the responsibility of the assigned role with sub-standard or late work | | 0-1 point | This team member is most likely to be “voted off the island” and does not contribute to the group in a positive manner | |

**OVERALL**

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|  | **Marks Allocated** | **Marks** |
| Analysis Report | 25 |  |
| Website | 50 |  |
| Presentation | 15 |  |
| Individual Contribution | 10 |  |
| **TOTAL** | 100 |  |
| **LATE SUBMISSION** | -2.5\*  (\*submit on the due date after 2pm)  -5 per day |  |
| **NO TURNITIN REPORT** | -5 |  |
| **OVERALL** |  |  |