Project 3: Overview
Grade: 100 points

Identify an area of personal interest to research and build a scrolling, single page promotion site for. This site will demonstrate advanced CSS layout techniques and responsiveness to different device widths.

Process:

Create a project3 directory for this project inside 645. This directory should be organized following an appropriate structure and naming convention. You should also provide a link from your homepage to this project, as well as from this project back to your homepage.

```
abc1234/
   |
   |-Sites/
   |    |
        |-645/
           |
           |-index.html
           |
           |-project3/
           |    |
                |-index.html
                |
                |-assets/
                     |
                     |-css/
                     |    |
                     |    |--styles.css
                     |
                     |-images/
                     |    |
                     |    |--image1.jpeg
                     |    |--image2.jpeg, etc.
                     |
                     |-media/
                          |
                          |—video1.mp4
                          |-video2.mp4, etc.
```

1. Build your web site with appropriate and substantial content

    a. The site should have actual content that would appeal to the site's target audience

b. The content should be properly "chunked" for reading and for the site's structure.

c. The content must be well-written, with no spelling or grammar errors

d. The site's content must be professional in context and style

e. Layouts should be responsive utilizing media queries, and optimized for different device sizes.

f. Layouts properly controlled with flex-box and/or grids.

g. Identifiable color scheme and type setting

h. No frameworks allowed (like bootstrap. jQuery is OK to use, font-awesome)

2. Add appropriate digital images to the web site

a. Images must be appropriate to the site and support the content

b. Images must be properly optimized (cropped, scaled, compressed, etc.)

c. Images need to be responsive, and viewable on all device sizes

3. Embed one or more elements of rich media

a. Media must support/enhance the content of the section on which it appears

4. There must be a resources section at the end styled in APA format that:

a. cites any media sources

b. cites information sources used in the creation of the site

Important: Remember that all site content must be in your own words. If there is something you wish to include verbatim, clearly indicate that it is a quote and cite the source of that quote on the same page the quotation, as well as on your resources section. Cutting/Pasting content from existing sources without recognition is plagiarism and violates the RIT Academic Honesty Policies. The penalty is an "F" for the assignment and an "F" for the course.

5. HTML code must satisfy the requirements used throughout the semester

a. HTML must validate using https://validator.w3.org

        b. HTML code must be properly formatted

            i. Appropriate use of indentation

            ii. Appropriate use of white space

6. CSS code must come from an external sheet and satisfy the requirements used throughout the semester

        a. CSS Code must validate using https://jigsaw.w3.org/css-validator

        b. CSS Code must be properly formatted and commented

7. Prewritten JavaScript libraries may be used with the following caveats:

        a. Site the source of the library in the resources section

        b. Script use must enhance the site's value

        c. Prewritten script use will be factored into the site's presentation/functionality aspects

        d. Any scripts used must be in the public domain

8. In a separate text document, write a 2–3 paragraph summary about your web site

        a. What three factors of the site do you feel were done really well. Tell us where you feel you did A-level work (where you JS is etc).

        b. What two factors of the site do you feel could use improvement

Submission

Complete all of these submission requirements:

1. Install your project3 files on Solace using the structure shown on page 1. Create a zip file containing the project3 index.html, sub-directories and their contents

2. Upload that zip file to the project 3 dropbox

3. Include a link to the project 3 index.html in the dropbox comment area

4. Be sure that the IST 645 home or "landing" page is accessible and that the link to project3 on said landing page works correctly. It should be accessible at:

    http://solace.ist.rit.edu/~YOURUSERID/645/project3

Rubric

	Value	Score
Setup		20
Located in Sites/645/project3/	4	0
Assets with media and css directories inside	4	0
Linked from student's login (home) page	4	0
Zip file of project3 placed in dropbox	4	0
Link to project3 in dropbox comment area	4	0
Content		10
Contains substantial content, that is meaningful, valuable to the audience, properly chunked, error-free, and professional.	10	0
Design		17
Grid/Flex based layout scheme	5	0
Sensible color harmonies	4	0
Typesetting and font choices	4	0
Follows design rules and guidelines	4	0
Navigation		8
Persistent navigation to the different sections	4	0
HTML/CSS		16
All code passes W3C validation	4	0
Well-formatted and commented	4	0
Uses external CSS file(s)	4	0
CSS rollovers on all links	4	0
Media / Behavior		14
Images used are appropriate, supportive and properly optimized	4	0
Responsive web design to include fluid images and media queries	6	0
Includes at least one piece of embedded rich media	4	0
At least 1 CSS Transition used	4	0
Resources Page		5
Cites all sources in APA format used (CSS, HTML, media, information) as well as additional required information, including "extra" work	5	0

Document		5
Synopsis of pros and cons	5	
Extra		**5**
Includes additional features such as JavaScript, other media, exceptional design, print and/or mobile style sheets, homemade GIF animation, or even PHP	5	0
Caution: Use of a framework will be penalized.	-20	0
Total:	**100**	**0**

+5 Bonus Point Option (on top of 100 points so could result in 105 grade):

Submit your wireframes, content, and structure to the Project 2 wireframe, content, structure assignment dropbox by the date indicated on MyCourses and receive the extra bonus points if the work you submitted is sufficient.