

# Project 1

## The Retro Product Micro-site

### Description

Design, develop, and launch on your web server a small web site promoting an actual product or service of your choice that was on the market before the Internet.

### Instructions

Follow the instructions found below.

1. Decide on an old product or service that was on the market before the internet.
2. Assemble or collect some promotional copy and images.
3. Arrange the content into the following (4) pages:
  - a. Promotion details (Why is it a great deal?).
  - b. About the product / service.
  - c. Contact page.
  - d. Corporate information page.
4. Construct the above pages into well-formed and valid HTML.
5. Decide on an appropriate file / folder naming strategy.
6. Create a global navigation.
7. Add some JavaScript to enhance the user interface.
8. Use the appropriate semantic HTML.
9. Use external files to handle the JavaScript and CSS.
10. Use media queries to make the website responsive.
11. Comment your code.
12. Format your code so that it is easy to read.
13. Make sure your code is your own, do not use the code from previous lessons / or assignments and no code libraries (i.e. bootstrap). The point of this assignment is to see your working knowledge applied.

### Take It Further

1. Attempt some interesting layout effects with CSS.

2. Integrate an interactive CSS-based navigation system (other than the examples used in our class).
3. Include some interesting JavaScript functionality.
4. Anything else you can think of ... if it is your own work.

## Submitting Your Work

Please upload your work to your web server and submit the URL to blackboard, unless otherwise discussed with the instructor.

## Evaluation

Please refer to the chart below for the marking scheme.

Criteria	Mark
Technical Evaluation	0 - 5
Is the HTML Valid and properly structured?	
Are the files and folders named appropriately?	
Are the HTML elements used for what they mean, rather than how they appear (good document semantics)?	
Are all the pages linked to a common CSS file to apply the visual styling?	
Is there a global navigation that is common on every page?	
Is the website responsive?	
Does the CSS file control the typography, layout, colours, and background images?	
Is there some imagery or graphical content that is embedded properly?	
Is there an effort to implement some other technical aspect of the project?	
Creative Evaluation	
Does the website employ some thoughtful or clever HTML or CSS elements?	
Is the micro-site convincing? Does it look like a real marketing campaign?	
Are the pages built with creative and thoughtfully organized CSS, HTML and JavaScript?	
Does the website have a good finish?	
Is there an effort to implement some other creative aspect of the project?	
Total	/70