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Midterm & Final Integrated Assignments:  
*Static & Responsive Website Design*

# Client Based Website

Groups of Two

[www.anglers.org](http://www.anglers.org)

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## PART I

**Due Sunday, February 10th, 2019 @ 11:30pm**

### Midterm Assignment Description:

Each team is responsible for designing, coding and semantically tagging, a static, 6 page, HTML5 website (using **Flexbox**). CSS3 must also be properly utilized throughout the site. Each team is also responsible for researching and implementing a **CSS3 Animation**.

The six (6) page website is to be based on the students own original layout (Not the templates provided last semester). Students are required to create the **proper markup** for the site and must make use of **semantic tags**. The site must also include a **contact form**.

Student must look at the existing client website as well as any provided materials and decide what assets to use and how to organize the information.

Each team is also required to create a **low fidelity website prototype** in Invisionapp.com, using the **wireframes** they have created for the pre-planning stage of their website design. The low fidelity prototype will aid in working out any 'kinks'

in the functionality of the website early on.

A process map with logic board for functionality, interactivity and animation must be visually represented for the entire web experience. This step will inform the next step, of wireframes and designs.

Students will be responsible for the wireframing of the website. This will include all six pages for mobile and desktop, labeled and appropriately structured to the example worked on in class. Each of the six pages must be designed in full, non-destructive, labeled and 100% complete to the website that will be coded.

A style guide must be developed for this assignment and presented as a digital PDF. It is highly recommend that you use InDesign for this deliverable.

A vectorized logo must be developed for this assignment. It must be presented in EPS format with 'outlines'.

A minimum of two pieces of merchandising must be developed – physical deliverables would be an added bonus – for this client project.

Assets will be provided for this project. It is not only acceptable, but recommended, that you alter, enhance and manipulate all assets provided as a way of making the content be the best that it can be for your project. Additional photography would be recommended as a means of creating unique content that is entirely your own, thus making your website more memorable and unique.

## Research:

It is the responsibility of the student to research and use methods taught in class to complete the assignment.

Your professor will not provide you with direct code, but will point you in the right direction with examples.

Please note that Transitions and Transforms are not Animations. Your code must make use of the CSS3 Animation Property: [https://developer.mozilla.org/en-US/docs/Web/CSS/CSS\\_Animations](https://developer.mozilla.org/en-US/docs/Web/CSS/CSS_Animations)

Direct use of a tutorial is not permitted - line for line code will result in a 0. It is acceptable to use a tutorial and modify what you have learned. A link to the tutorial must be provided.

## Assignment Requirements:

### MMED - 1056

- 6 pages (Flexbox)
- Semantic HTML5 tagging
- Link to CSS file, Reset, JS file
- Images
- Valid HTML5  
, Valid CSS
- Proper Document Outline
- CSS Animation

### MMED - 3036

- Low fidelity prototype in Invisionapp.com using wireframe page designs

### MMED - 1057

A full and complete treatment of all animated features and videos you choose to do for the client project MUST be finished in the Part I. This will include all aspects from the Animation Project Review PDF provided in the content area of Week 1 of our course.

An experiment file (for video work) and/or concept artwork for any other animation work needs to be included as part of your on Week 6. I would also like a digital or physical copy of this work to be submitted on the day of the presentation and/or included in your FOL dropbox submission.

The type, duration and style of your animated/video work can be whatever you wish it to be for this assignment. There are no technical requirements other than the successful completion of whatever idea you have proposed in your Animation Project Review Treatment.

## MMED - 3035

**All design files and design deliverables MUST be submitted to the 3035 dropbox.**

**The following items are NOT repo based features.**

Development map & process(mood) board (physical FOL delivery – format of your choice)

6 (x3 - phone, tablet and desktop - all portrait view) detailed, labeled wireframes (.ai or .psd)

6 (x3 - phone, tablet and desktop - all portrait view) detailed, labeled, non-destructive page designs (.ai or .psd). These designs will be regarded as a proof of concept – copyrighted content accepted for first half of this assignment, up to %50 – but all design work from mid term to end of term MUST be %100 your own.

3 pieces of merchandising (development materials only) physical artifacts are not required – in a universal format of your choice) – This component is only for the second half of the term. Content specifics will be delivered in class.

Bonus: Additional custom photography and/or video (properly compressed formats)

## Additional Components

Additional information will be given in class, you are encouraged and expected to ask questions. It is your responsibility to catch up and obtain any work that you might have missed.

## Submission:

### MMED-1056 & MMED-1055

Projects must be submitted at the end of Week 5 (More info will be provided).

Submission requirements are as follows:

Link to Github repo: master branch with dev branches as required (don't delete branches).

**ONLY THE MASTER BRANCH WILL BE GRADED!!! Late submissions or changes the repo after the due date will be penalized by 30%.**

secondary branches should be named appropriately IE dev.tvr.bio, dev.jb.bio

Submit the repo link and partner names via FOL dropbox - DO NOT submit files. They will be ignored.

Project Repo Contents:  
HTML pages, images folder  
, css folder, js folder, includes folder.

## MMED-3036

In the comments section of the assigned FOL's Submission dropbox, submit a shareable link from Invisionapp.com to each prototype on the due date required.

## MMED-3035

All content for the Design & Image 2 course MUST be submitted to the FOL dropbox. Design files should not be uploaded to the repo.

## Other Classes

Projects must be submitted at the end of Week 5 (More info will be provided).

Submission requirements are as follows: Students may submit to the FOL dropbox or a zip file and provide a link to their project on either [www.dropbox.com](http://www.dropbox.com) or google drive. A link must be submitted to each Professor in the FOL dropbox.

**Give yourself at least 3 hours or more to upload.**

**Late Submissions will be penalized by 30%.**

**Note:** Excessively large files are strenuously frowned upon in IDP and in the industry. Please remove any unused assets and reduce file sizes where you can. Please take every effort to ensure that you are optimizing all assets submitted.

**Your final file should not exceed 400 megabytes after zipped.**

## Method of Submission:

- Zipped file (.zip) no .rar files = "LastName\_LastName\_Midterm.zip"
- That zipped file will contain a folder named = LastName\_LastName\_Midterm. (this is the folder that contains all your work for the assignment)
- There is a mark attributed to using proper naming conventions.

Example: **Smith\_Doe\_Midterm.zip**

That zipped file will contain a folder named:

**Smith\_Doe\_Midterm**

This folder will contain all your work

## Presentations (Week 6 - Wednesday, February 13 )

A Google sign-up sheet will be provided for you to pick your day and time on which to present

- Who is the target audience?
- What is a typical task the user might perform on the new site?
- How do you want the target audience to respond to the new online presence?
- What is the overall message you are trying to convey to your target audience?
- What is the primary goal of the website?
- What are the secondary goals of the website?
- What have you done to accomplish the specified goals?
- What do the colour choices you made, communicate about the site?
- What typography choices did you make and why?
- What design considerations have you made for mobile users?

## Grading

Your grade will be determined by all of your professors independently across all of your core IDP courses. You must have one completed website based in order to be graded.

Detailed specifications will be given on a class by class basis.