

## Main Project

# The Retro Product Micro-site

### Description

Design, develop, and launch on your Georgian web server a small website promoting a product or service that was on the market before the Internet.

### Instructions

Read and follow the instructions found below carefully.

1. Decide on an old product or service that was on the market before the internet (ie: Atari, IBM Personal Computers, etc).
2. Assemble or collect some promotional copy (text) and images.
3. Arrange the content into the following **4 pages**.
  - a. Home Page - this should contain a mixture of different media types and text content.
  - b. **About the Company Page** – this should contain a mixture of media types and text. The text should be about the company who provides the product or service.
  - c. About the Product Page - this should contain a mixture of media types and text. The content should be about the product.
  - d. Contact Page - this page should contain text and a contact **form**.
4. Construct the pages mentioned above into well-formed and valid HTML documents.
  - a. Comments used.
  - b. Neatly formatted code.
5. Create an organized file hierarchy and use proper file naming conventions,
6. Create a global navigation and footer section.
7. Use JavaScript to enhance the user interface.

8. Use the appropriate semantic HTML.
9. Only use external files to handle the CSS and JavaScript.

**\*\* All work must be your own. Do not copy and paste the code from the lesson code. No code libraries should be used (i.e.: Bootstrap). The point of the assignment is to see you put our lessons into practice.**

## Submitting Your Work

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

## Evaluation

Criteria	
Technical Evaluation	0-5
Is the HTML Valid with proper structure?	
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