FOSTER
SCHOOL OF **BUSINESS**
UNIVERSITY *of* WASHINGTON

I S 300
Introduction to Information Systems

Assignment (1): HTML Coding/Web Design

Overview:

In this assignment, you are asked to create an introduction page for Cascades Hostel's mobile website, an imaginary hostel from Sedro-Woolley, WA. It's meant to offer you an opportunity to practice your web design and HTML coding skills, and to have a better understanding of the system development process. It's strongly recommended that you work on the project by directly editing your HTML codes, instead of using a design software application such as Expression Web since they are likely incompatible with some of the requirements - please see below for details. The assignment counts 5% of your final grade and is due ***Wednesday, 10/16/2019 before class***. Please submit your work on Canvas. Late submissions will receive a 50% penalty for each calendar day after the due date.

Background:

Cascades Hostel is a small hostel with 10 rooms located near the North Cascades National Park, Washington State. A young business with just 8 employees, Cascades Hostel has found its niche market by focusing on budget-oriented and sociable international traveler exploring the beautiful North Cascades National Park during different seasons of the year. As of now Cascades Hostel markets itself mainly through face-to-face and word-of-mouth interactions, but the owner does recognize the importance of having a strong online presence. He would like to build a mobile website for the business and you are in charge to start the project by designing an Intro page to the site.

Requirements:

Serving as a default entry point to the mobile website, the Intro page should give the visitors a good idea about the business, yet be brief and user friendly at the same time. More specifically, your page must include the following:

1. A navigation bar with three buttons. One of the buttons must have a drop-down sub-menu and another one of them must have two levels of submenus. Each item on the menus must be properly hyper-linked, either to another website or to an empty page.
2. A background image. Your background should be professional, subtle, user-friendly, and fit the theme well. Try not to be too flashy or distracting.

3. At least one image in addition to the background image. Your image can be of any format but please make sure they show up with the right size and aspect ratio.
4. Two social media widgets. These can include a Facebook like button, a Twitter re-tweet button, a Facebook comments plugin, a Pinterest button, or any product placement/referral widgets.
5. A brief paragraph of text describing the company, a title, and a footer with disclaimer and copyright information. Please use at least two different heading levels and alignments for them.

Finally, you are asked to make a QR code for your page using a QR code generator of your choice. Your page should be professionally looking and free of errors, including but not limited to missing or wrong HTML tags, missing links, disproportional image, or social elements that don't work. After you finish please rename the page cascades.html (all lower case), publish it to your Dante account's public_html folder, and submit both the URL and your QR code on Canvas by the due date. Make sure you have tested it on your cellphone screen and everything works as intended. (FYI your URL should be in the form of http://students.washington.edu/NetID/cascades.html, where NetID is your UW NetID.)