

Final Project

CSC 3750 – Fall 2019

Possible Points: 200 Points

Purpose: To design and develop a web site using recommended design practices. Your web site will contain a home page and at least six content pages. You are required to create an external style sheet (.css file) that configures text, color, and page layout. (No font tags, embedded CSS, or inline CSS may be used.)

The content pages will include at least:

- One page containing a form with at least three elements (place a form content in an e-mail message)
- A JavaScript alert to one of the pages so that when it loads, an alert appears and when they leave the same page another alert appears.
- Appropriate meta tags
- One page utilizing tables effectively
- One animated image
- One e-mail hyperlink
- At least one page with 3 column layout
- Five external hyperlink
- Five internal hyperlink
- Consistent banner logo area
- Consistent main navigation
- Association with external style sheet (.css file)
- Mobile version of the web site (.css file)
- Print version of the web site (.css file)

Both Google Chrome and Internet Explorer must render each page. Your web site project will be evaluated on the following criteria:

- Including all required web page elements
- Following recommended web site design practices (see <http://terrymorris.net/bestpractices>)
- Visual appeal of site to target audience
- Accomplishment of project's objectives

Project Deliverables (put all in a folder, then compress and put your student ID as the name of the submitted file)

- **Project Information:**

Using a word processor, write the following in a file:

- What is the purpose of the site?
- Who is your intended audience?
- What opportunity, problem, or issue is your site addressing?
- What type of content might be included in your site?
- List at least two related or similar sites found on the web.

- **Site Map:**

Using a word processor, PowerPoint, or ruler and pencil, draw a flowchart (storyboard) of your web site that shows the hierarchy of pages and relations between the pages.

- **Project code:**

Need to provide the HTML, CSS and any other resources you used.

- **Present your project**

Your presentation should last between 5 and 8 minutes. Submit a recorded presentation of your project. There are several software available for screen recording. One recommendation is using Camtasia. You can download a free trial (which will last for a month) via <http://www.techsmith.com/camtasia.html>. You need to describe the project pages, and why you chosen this project.

- **Grade Distribution (200 Possible Points)**

Project Information (15 Points)

	Outstanding 3 point	Developing 2 point	Needs Improvement 0 points
Website Name and Purpose	Clearly stated	Unclear	Missing
Intended Audience	Clearly described in terms of age, gender, interests, and social-economic criteria.	Unclear or missing criteria	Missing or does not relate to the website purpose
Content	The type of text, graphics, and media needed for the website are clearly described.	Unclear or missing criteria	Missing or does not relate to the website purpose
Related or similar websites	Listed two URLs of related/similar websites	Listed on URL of a related/similar website	Less than two URLs listed or the websites are not related/similar

Mechanics	Well organized, complete sentences, correct grammar and spelling	Complete sentences, disorganized, less than three grammar/spelling errors.	Incomplete sentences, three or more grammar/spelling errors.
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Site Map: (10 Points)

	Outstanding 4-5 points	Developing 2-3 points	Needs Improvement 0-2 points
Site organization	The site is organized in an appropriate and usable manner.	Only one area of the site organization needs to be modified to result in a usable product.	Two or more areas of the site organization need to be modified.
Web Pages	Lists each web page (between 7 and 11 pages)	Lists more than four but less than seven pages	Lists less than five pages

General Layout: (10 Points)

	Satisfactory 1-2.5 points	Needs Improvement 0-1 points
Logo Area	Present	Missing
Navigation Area	Present	Missing
Content Area	Present	Missing
Footer Area	Present	Missing

Project Submission 45 Points)

	Very Good 5	Developing 2	Needs Improvement 0-1
Home Page	Page demonstrates web design best practices, contains content of value to the target audience.	Page is developed but does not follow one or more web design best practices and/or content need some improvement.	Pages are not developed or more than three web design best practices are not followed or content is not of value to the target audience.
Page 1	Page demonstrates web design best practices, contains content of value to the target audience.	Page is developed but does not follow one or more web design best practices and/or content need some improvement.	Pages are not developed or more than three web design best practices are not followed or content is not of value to the target audience.

Page 2	Page demonstrates web design best practices, contains content of value to the target audience.	Page is developed but does not follow one or more web design best practices and/or content need some improvement.	Pages are not developed or more than three web design best practices are not followed or content is not of value to the target audience.
Page 3	Page demonstrates web design best practices, contains content of value to the target audience.	Page is developed but does not follow one or more web design best practices and/or content need some improvement.	Pages are not developed or more than three web design best practices are not followed or content is not of value to the target audience.
Page 4	Page demonstrates web design best practices, contains content of value to the target audience.	Page is developed but does not follow one or more web design best practices and/or content need some improvement.	Pages are not developed or more than three web design best practices are not followed or content is not of value to the target audience.
Page 5	Page demonstrates web design best practices, contains content of value to the target audience.	Page is developed but does not follow one or more web design best practices and/or content need some improvement.	Pages are not developed or more than three web design best practices are not followed or content is not of value to the target audience.
Page 6	Page demonstrates web design best practices, contains content of value to the target audience.	Page is developed but does not follow one or more web design best practices and/or content need some improvement.	Pages are not developed or more than three web design best practices are not followed or content is not of value to the target audience.
XHTML Validation	-----	Each Page passes XHTML validation	No page passes
CSS Validation	-----	External CSS file is present and passes validation	External CSS file is not present or does not pass validation

Other requirements: (80 Points)

	Outstanding 5	Average 2.5	Needs Improvement 0
Visual Appeal	Use of color, contrast, text, graphics is appealing to target audience	Appealing to target audience in all but one area.	Not appealing to target audience in more than one area
Navigation	Easy to use, consistent	Inconsistent or difficult to use	Missing
Page Titles/Logo Area	--	Description and include the site/company name	Missing or do not include the site/company name
Tables	--	Correct syntax	Missing or incorrect syntax
Graphics	--	Correct syntax	Missing or incorrect syntax
Animated Image	--	Correct syntax	Missing or incorrect syntax Missing or incorrect syntax
E-mail Link	--	Correct syntax	Missing or incorrect syntax
Outside Link	--	Correct syntax	Missing or incorrect syntax
Internal Link	Correct syntax	Some incorrect syntax	Missing or incorrect syntax
Meta tag	Correct syntax (description meta tags), excellent selection of keywords and meaningful description	Correct syntax (description meta tags), adequate selection of keywords and description	Missing or incorrect syntax
Form Coding	Correct syntax, meaningful form element names	Correct syntax	Missing
Form Processing	Form invokes server-side processing to send information in e-mail	Form information not processed correctly	Form not configured for processing
JavaScript dialog box	When a page is exited, an alert box will appear	The alert is not coded correctly	The alert box is not configured for any of the pages
JavaScript dialog box	When one page load, an alert will appear	The alert is not coded correctly	The alert box is not configured for any of the pages
XHTML Validation	Required number of pages pass	Less than the required number of pages pass	No pages pass
CSS Validation	External CSS file is present and passes validation	External CSS file is present but does not pass validation	External CSS file is not present or does not pass validation

Mobile and Print (40 Points)

	Outstanding 10	Average 5	Needs Improvement 0
Mobile layout	Mobile version has a good layout and automatically switches between desktop and mobile layout depending on the client.	Website covers both mobile and desktop but the client has to switch manually.	Does not have mobile version.
Mobile content	The content of the website is suitable and readable in mobile view. Does not exceed the device's screen.	Some content is not suitable for this view.	Does not have mobile version.
Print layout	Print version has a good layout.	Some contents are exceeding the width size.	Does not have print version.
Print content	All the contents are readable and fit the paper.	Some contents do not fit or not readable.	Does not have print version.