
DMEDH2018 WEB DESIGN 2

Create a website that is fully responsive 30th April
CA Value: 80%

Part 1 - See "Brief" and "Planning" in the tool kit - at this stage, you will have your resources gathered, Understanding of your User and Wireframes	March 4th
Part 2 - See "Design" in the toolkit - at this stage you will convert wireframes into a workable high-fidelity prototype in Adobe XD or Figma/Miro	March 18th
Part 3 - See "Develop" in the toolkit - at this stage you are moving to CSS and HTML, Develop your fully functioning 8 page responsive website including animations.	April 8th
Part 4 - See "Launch" in the toolkit - at this stage you will validate your website and test with three real users for feedback, implement feedback into your final design	30th April
Part 5 - Report	May 6th

Brief

As a budding web developer, it's a good idea to put into practice the skill and knowledge gained throughout the semester. You are now required to a site using HTML, CSS and any media you deem necessary. You must follow the web design process indicated. The site must meet several content and technical requirements which are listed below.

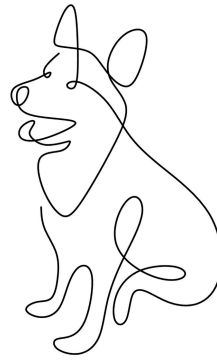
You are to build a website for

1. Furry Friends Training and Care - see Creative Brief on P2

Requirement

1. Home Page: The site should contain a home page with links to other sections of the site
2. About Us page: This should contain a short bio of company, a profile image and contact details.
3. Contact us with a working HTML/CSS Form (can be bootstrap)
4. Page 4
5. Page 5
6. One Sub Menu
 - Sub-menu page 1
 - Sub-menu page 2

Furry Friends Training & Care



Overview

Furry Friends Training and care is a dog training and care centre that is based in Co.Wicklow. They provide some of the best classes and lessons taught by some of the most qualified instructors around. They specialise in teaching your dog good behaviour, rehabilitation of dogs that have come from traumatic backgrounds, socialising dogs with other dogs. We also provide first class doggy day care for all dog types. Our service includes picking up your dog and returning when you are home. We have a specialised spa area where dogs can be groomed, we have a heated pool on site so your dog can enjoy swimming!

We also provide a doggy hotel which is a home away from home, rest assured, your dog is safe with us while you enjoy that weekend away. We simply care about your dog. It shows as we are 25 years in business,

Purpose Statement

Our main goal at Furry Friends Training and care is to promote and sell our wonderful services. Our secondary goal includes:

1. Spread awareness about the classes and lessons offered
2. Advertise and make the company name well known by the public
3. To advertise our new Doggy Hotel service

Furry Friends Training and Care Centre will be assembling a website that will help point customers in the right direction and help us achieve our goals. Our current objectives include:

1. Develop a responsive website
2. Showcase all of our services available to the public
3. Show testimonials of past customers that were happy with our services
4. To provide tips on how to promote good behaviour with your dog at home
5. To include social media links
6. To showcase a gallery of our services
7. To show our new Doggy hotel centre with heated private rooms for your dog to feel at home.
8. To show fees and booking forms

Target Audience

Average website visitor

- 20+ year olds
- 60% Female, 40% Male
- Annual income €30,000 - 100,00 PA
- Located in surrounding areas of Dublin
- Are able to use a smart phone and computer

- Are most likely dog owners
- Make purchase and has interest involving dogs

Target Audience need assessment

- Want and easy to use website where they can pay for services
- Typically use social media outlets to share links with others
- Have good working knowledge of technology

Technical Requirements

- This website **CANNOT** be a reconfiguration of the lab you will do for this module (the responsive website you are building via video tutorials)
- All pages must be responsive for desktop and mobile
- You cannot build your website through any other framework such as bootstrap, boilerplate etc.
- Must be built using HTML - you can use HTML5 syntax
- You should use at least one external stylesheet (CSS) which is imported using a link
- One page should apply the **css grid** and be fully responsive.
- One page should be a two-column layout responsive layout. (check out Layout & Case Studies Lecture)
- One page should be a three-column layout -responsive layout
- Your site should include a header and a footer
- Your footer should be in a **fixed position**
- On your footer you must include icons for social media (twitter/FB/Instagram if your business has social media pages)
- Your site should include a nav bar with buttons which change state when a rollover occurs (you can use bootstrap navigation) when views on mobile your navigation should be responsive.
- Your website must have a responsive form with micro-interactions
- Your website must include the following animation types: Transitions and Animations
- Your images should be responsive
- Use the following CSS elements/features
 - ID's
 - Classes
 - Examples of floats
 - Box model components of - margins, padding, borders (if needed) and content.
 - Show evidence of using the properties of the Box Model on all pages – borders, margins, padding etc.
 - A CSS rounded image
 - A gradient background on at least one page
 - A font family

IMPORTANT: The above are the minimum set of requirements for the business site. Students should aim to wow the visitor with their grasp of layout and CSS. Be creative in how your site is presented.

Development requirements

- Please try to keep your site (including media) to less than 200mb!!
 - Use pixel bay for photos
 - Create your own visual elements
 - Use YouTube or Vimeo links for videos
 - Compress images etc
- You will be asked to upload your completed site to GitHub.
- Please test your GitHub site using google resizer. This can be accessed via <http://design.google.com/resizer>
- Please validate your code via the W3C Validation service at <https://validator.w3.org/>
- DO NOT SUBMIT THE WORK OF OTHERS. Please list (referencing style) any CSS, HTML or images which are not your own work. If in doubt, ask in the lab sessions.

Marking Scheme

Please check the assignment link for the latest marking scheme.

Criteria	Description	Marks
Mock up	All pages fully mocked up in adobe xd miro/figma	10
Site Structure (required pages)	Home Page, About me page, page 3, page 4, page 5 One Sub Men - Sub-menu page 1 - Sub-menu page 2 Minimum total: 8 pages	10
All Pages	All pages must be fully responsive with the following break points: Desktop and Mobile	10
CSS GRID	1 layout page with css grid CAN BE BOOTSTRAP GRID	5
Responsive pages	One page should be a two-column layout, One page should be a three column layout	5
Header and Footer	Your site should include a header and a footer, your footer should be in a fixed position - with links to social media	5
Nav Bar	Your site should include a nav bar with buttons which change state when a rollover occurs (can be bootstrap) & sub menu responsive for mobile	5

CSS	Technical use of CSS, appropriateness of rules, approach, complexity	10
Appearance	CSS, Images, Colours, layouts, overall aesthetic (strongly linked to CSS)	10
Animation	1. Animation	10
Form	Responsive Form with micro interactions	5
GITHUB Hosting	Hosting of your site on GITHUB / ability to access and test	5
Testing	Usability testing with 3 users	10
		100

NOTES: Marks for pages, header and footer, Nav Bar etc are based on HTML, CSS and design effort (content, layout etc).

Deliverables

1. **Finished sites and files.** Please all HTML, CSS, files, folders etc into a single .zip file (no other compression formats will be accepted).
The naming format should be
studentNumber_assignment1_site
.zip
e.g. b00012345_assignment1_site.zip
2. **Evidence of Testing.** Please create a simple document which shows screenshots from your validation tests and your tests using googleresizer. Please export as a .pdf file. The naming format should be
studentNumber_assignment1_testing.pdf
e.g. b00012345_assignment1_testing.pdf
3. **GitHub Hosting.** Please create a simple document which contains the URL to test your site via GitHub (note: these must be the same files as those you submit to Moodle). Also include screenshots of the GitHub repo. Please export as a .pdf file. The naming format should be studentNumber_assignment1_github.pdf
e.g. b00012345_assignment1_github.pdf

Submission Method

Please upload all files upload link on the Moodle course.

Academic Honesty & Declarations

In submitting this assignment, you will be asked to agree with the following statement

"I am aware of the Institute policy on plagiarism in assignments and examinations. (3AS08) I understand that plagiarism, collusion, and copying are grave and serious offences in the Institute and I will accept the penalties that could be imposed if I engage in any such activity. This assignment, or any part of it, has not been previously submitted by me or any other person for assessment on this or any other course of study.

I declare that this material, which I now submit for assessment, is entirely my own work and has not been taken from the work of others, save and to the extent that such work has been cited and acknowledged within the text of my work."

Signature: _____

Date: _____

** please submit this print out along with your signature during lecture on 14th November

Penalties

- 10% per day for late submissions.
- 10% for incorrect file formats – PDF or .ZIP files should only be uploaded to Moodle

Indicative Timeline

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Part 5 - Report	May 6th

Design Crit - March 18th in Lab

Present the Brief, Planning and Design Stage, showing all steps you undertook to get to this point. Use a Miro board for each step of the process.

At this stage we should see a fully mocked up responsive prototype for Desktop and Mobile,