R·I·T **Information Sciences and Technologies**
Golisano College of Computing and Information Sciences

Project 3: A "Polished" Website

Due: The last class day of week 14[1] at 11:59 pm (late submissions will not be accepted)

Overview

The idea will be to identify a topic/subject area of interest, research the topic and finally create a multi-page web site regarding that topic. The topic area is subject to instructor approval. When complete, mount the site on Banjo. The expectation is that of "college level" work in all of the assignment's elements. When completed, project 3 should result in a web site that is professional in both content as well as look and feel.

Other ground rules

A framework may be used for the development of this assignment. Doing so, however, places considerable responsibility on the student who must ensure that:

- First and foremost, all grading rubrics are met
- All project specifications are met
- Any auto-generated HTML is documented with a reference
- Any auto-created CSS is documented with a reference

Setup

1. Create the site directory structure

Within the 140 directory, create a new directory named: `project3` with appropriate permissions.

2. Add directory structure

To the `project3` directory, place your **index.html** file and create an **assets** directory with three subdirectories: `images`, `media`, and `css`. These directories will be used to hold the digital images, audio/video content, and external CSS style sheet(s).

3. Link it to your personal home page

Create a Project 3 link from your personal page to the `project3` directory index page.

4. Test the structure

Make a small change in the project3 directory index page. Use a browser to access your personal launch page. Clicking on the Project 3 link should bring up the modified page. If it does not, find out why and correct the problem.

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[1] **For 2161, sections 02 and 04, that is December 2, 2016.**

Requirements

1. Build your web site with appropriate and substantial content
    a. The introduction and topic pages should have *actual* content that will appeal to the target audience(s) of your site
    b. The content should be properly "chunked" for reading and for the site's structure.
    c. The content must be well-written, with no spelling or grammar errors
    d. The site's content *must* be professional in context and style
    e. There must be *substantial* content; one or two paragraphs are *rarely* sufficient.
    f. The content should be college-level and professional:
        i. Would a person browsing the web looking for content related to your topic find value in your site? Would they bookmark it?
        ii. Would you be comfortable showing your site to a potential employer when applying for a job or co-op? This is the level anticipated by your instructor.
2. Enhance your site design with respect to the *CRAP* principles
    a. There must be an identifiable layout scheme
    b. Site color choices should be professional and appropriate to the content
    c. Text colors and background colors must provide good contrast to support reading ease
    d. There must be sufficient *white space* to make the content easy to read and understand
    e. **These requirements must be met using only CSS in an external style sheet**
    f. In addition,
        i. Avoid the default Times New Roman browser font unless there is a good reason.
        ii. Color choices should be tasteful. High contrast colors from the opposite ends of the color wheel often look unprofessional.
        iii. Do not use <br /> or empty paragraph elements (<p></p>) for vertical spacing between page elements; use CSS margin and padding properties instead.
        iv. Remember the proximity rule – headings and the paragraphs or images associated with them should be close together. Adjust the margin and padding as necessary to do this.
3. Elements must be included that make it easier for the target audience to "scan[2]" web pages.
4. There must be a consistent navigation system on every page
    a. The global navigation system must appear in the same place on every page
    b. In some manner (text, visual cues, etc.) the user must be able to *easily* identify the current page being viewed
    c. Global navigation should clearly answer: *"Where am I?"* and *"Where can I go?"*
    d. The project3 main page must have a link to your personal 140 page
5. Add CSS rollovers (hover state) to all web site navigational links
6. Add appropriate digital images to the web site
    a. Digital images must be appropriate to the site and support the content of the page on which they are found
    b. Digital images will be properly optimized (cropped, scaled, compressed, etc.)
    c. All digital images will be stored in the **project3/assets/images** sub-directory

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[2] According to Jacob Nielson, *"Elements that enhance scanning include headings, large type, bold text, highlighted text, bulleted lists, graphics, captions, topic sentences, and tables of content."*)

7. Create a graphic of your own design using Photoshop or another tool. Ideas might include:
   a. A logo web graphic
   b. Button images
   c. Background images, etc.
8. Add a CSS image rollover effect to at least one image on the web site.
9. *All* repeated code *must* be placed in server-side includes. The doctype, <head>, <body> tags, footer, global nav, and any local nav menus should all be in SSIs.
10. Locate and embed one or more elements of rich media
    a. Media must support/enhance the content of the page on which it appears
    b. Media can be
       i. Sound file(s)
       ii. QuickTime video
       iii. Flash Movie
       iv. YouTube video, etc.
    c. Unless linked from another site, all media will be in **project3/assets/media** subdirectory
    d. Embedded Flash movies will often fail validation. An exception to this requirement will be made in this case only so be sure the rest of the page validates correctly. Media embedding coverage will be a class toward the end of the semester.
11. Good use of responsive web design must be evident. That means that images have to be fluid and media queries used to allow for project 3 to be viewed on a mobile device.
12. There must be a `resources.html` page that:
    a. is linked from the main page
    b. cites any HTML, CSS or media sources "borrowed"
    c. cites information sources used for the site
13. Also, in your *resources.html* page, include the following:
    a. which element of the site is the graphic you created from scratch
    b. what type of embedded media was used on your site and on which page(s) it is located
    c. which image on the site utilizes a CSS image rollover effect.
    d. details about any JavaScript used and an explanation of *why* that script was selected. (e.g., how does this script enhance your site)
    e. A two-to-three-paragraph summary about your web site
       i. What three factors of the site do you feel were done really well. Tell us where you feel you did A-level work.
       ii. What two factors of the site do you feel could use improvement

Important: Remember that *all* site content *must be in your own words*. If there is something you wish to include verbatim, clearly indicate that it is a quote and cite the source of that quote *on the same page the quotation,* as well as on your *resources.html* page. Cutting/Pasting content from existing sources without recognition *is plagiarism and violates the RIT Academic Honesty Policies*. **If you do this, you will receive an "F" for the assignment *and* an "F" for the course.**

14. HTML code must satisfy the requirements used throughout the semester
    a. Code must be written as HTML5
    b. Appropriate DOCTYPE statements must be included in each HTML file
    c. HTML must validate using https://validator.w3.org
    d. Code must be properly formatted
        i. Appropriate use of indentation
        ii. Appropriate use of white space
15. CSS code must satisfy the requirements used throughout the semester
    a. Code must validate using https://jigsaw.w3.org/css-validator
    b. Code must be properly formatted and commented
    c. CSS style sheet(s) stored in the *css* subdirectory
16. Prewritten JavaScript libraries may be used with the following caveats:
    a. Site the source of the library on your *resources.html* page
    b. Script use *must enhance* the site's value
    c. Extra credit will not be awarded for using a prewritten script
    d. Prewritten script use will be factored into the site's *presentation/functionality* aspects
    e. Any scripts used *must* be in the public domain

17. Meet all the above requirements will result in a **maximum** grade of 90%. The last 10% is for "extra" work that encompasses anything above and beyond the requirements. This could include JavaScript, other media, exceptional design, implementation of clever and/or innovative CSS3 or HTML5, print and/or mobile style sheets, homemade Flash, etc. but "extra" work must be documented in the ***resources*** page.

Submission

Check that your home page is accessible and that the link to Project 3 on the home page works correctly. It should be accessible at:

http://people.rit.edu/YOURUSERID/140/project3

WARNING:	To grade, Instructors and TAs will go to your home page and click the Project 3 link to evaluate your work. If your personal home page is not accessible, or the link from that page to your Project 3 web site fails, ***THERE WILL BE NO CREDIT FOR THIS PROJECT***; no exceptions.

Name _____

Setup	Weight	Score
• In correct location (**www/140/project3/**)	5	
• Contains **images**, **media** and **css** directories inside **assets**	5	
• Linked from your class page	5	
Content		
• Contains substantial additional content, that is meaningful, valuable to the audience, properly chunked, error-free, and professional. Any recommended project 2 fixes implemented.	5	
CRAP and Design		
• Identifiable layout scheme	3	
• Sensible and aesthetically pleasing color choices	4	
• Sensible font choices	4	
• Follows all CRAP and design rules and guidelines	4	
Navigation		
• Scanable elements within content	3	
• Consistent navigation on all pages	3	
• Persistent "you are here" indicator	3	
• Links back to the class page	3	
HTML/ CSS		
• All code passes W3C validation	3	
• Well-formatted, commented, proper utilization, etc.	3	
• Uses a **single** external CSS file	3	
• Uses CSS for layout rather than HTML text elements	3	
• CSS rollovers on all links	3	
• All repeated code placed in SSIs	5	
Media		
• Images used are appropriate, supportive and properly optimized	3	
• Responsive web design to include fluid images and media queries	9	
• Includes an original graphic created from scratch	2	
• Includes at least one piece of embedded rich media	2	
• Includes at least 1 CSS image rollover	2	
Resources page		
• Cites all sources used (CSS, HTML, media, information) as well as additional required information, including "extra" work	5	
Extra		
• Includes additional "stuff," such as JavaScript, other media, exceptional design, print and/or mobile style sheets, GIF animations, homemade Flash, etc.	10	
TOTAL	**100**	