# *Web Programming I (420-C10-HR)*

# *Assignment 2 – Web Site Design*

Date assigned: Friday, October 23, 2015

Date due: **Monday, November 9, 2015**

**Learning Objectives**

Upon successful completion of this assignment, the student will be able to:

* Develop a design plan for a web site
* Select a colour scheme for a web site
* Design the home page for a web site
* Set up the navigation for a web site
* Create an external style sheet for a web site

To do:

1. Create a folder named YourUserName\_C10\_A02\_Design in the Assignments folder for this course on your H drive.
2. Your job is to develop a design plan for the Happy Valley Kennel web site in a Word document named YourUserName\_C10\_A02\_Plan.docx.
3. The document should have a title page with the title of the document (Design Plan for Happy Valley Kennel Web Site), your name, and the date.
4. Refer to the class notes on Web Site Design for the required sections and content of the design plan and the following case study for details on what is required for the web site.
5. The plan should be between 3 and 5 pages long and contain the following sections:
6. Purpose – One or two sentences about the purpose of the site.
7. Audience – Who the site targets. The characteristics can be in point form (but use proper sentence structure). If you want, talk about the characteristics of a few specific types of users.
8. Content – The different pages that will be included
9. Structure – Include:
   1. How the page will be organized (hierarchical, random, linear),
   2. The types of navigation (are you including a breadcrumb? Site map? In-site search? Graphic menu?)
   3. The logo of the company (which you will be creating)
10. Wireframe diagrams of:
    1. The home page,
    2. A subsequent page (if different), and,
    3. The mobile page.

**Case Study Details**

The *Happy Valley Kennel* (HVK) is a boarding kennel for dogs, or a doggy hotel. When dog owners go on vacation, they make bookings at the HVK to bring their pet in and have the kennel look after them. Jim and Sally Read own the kennel. It is based in the Gatineau area and has customers in the Gatineau/ Ottawa urban and outlying areas.

All of their marketing is currently done through flyers and newspaper ads, but they have recently decided to promote their business through the World Wide Web. In particular, they are planning a Web site where they can provide information about the services they offer. The Web site should be useful for both existing customers and potential future customers.

You (and each of your classmates) have been hired by the Reads to help them build the Web site. The Reads have identified the following features for the Web site:

* Home page, with general information about the company
* Hours page, with information on their hours for dropping off pets
* Rates page, with information on their rates
* Staff page, with information on their employees who look after the pets
* References page, with testimonials from satisfied customers
* Inquiries page, where customers can ask for more specific information
* Links page, with links to related web sites
* Contact page, with contact information and a map

1. The best place to start is to check similar types of businesses to see what they include on their sites (it would be my first move).
2. Find or make an appropriate image to be used as the logo for the company. Remember to respect copyright laws. Include the source of the image in the design plan as well as a copy of the image.
3. Choose a colour palette of 3-5 colours, appropriate for the intended audience, to be used on your web site.
4. Create the banner of the web site. This can be text or graphic or a combination. You must use your colour palette for the colours. Determine what CSS properties you will use for the banner. Remember a banner would include the company name, the logo and maybe other information. The banner should not be too wide, but must contain all the proper information.
5. The wireframe design of the home page of your Web site should include the following:

* A banner which contains the logo, company name and a navigation bar with links to commonly used pages
* A navigation bar (left, top, right or bottom – the design is yours), including links to the pages (which will be developed later):
* Text navigation to all the pages, centered at the bottom.
* If you plan on using a background image, describe it or “rough it in”
* If you plan on having animation on your home page, indicate where that will be

1. The second wireframe design is for the subsequent pages on your site (everything but the home page). These pages need to be linked to your home page in style and colour, but might be slightly different.
2. The third wireframe design is for the mobile site. The mobile site must look different than the original site but should have the same feel and use the same colour scheme. The mobile site will only contain the following pages:

* Home page, with abbreviated information about the company
* Hours page, with information on their hours for dropping off pets
* Rates page, with information on their rates
* Contact page, with contact information and a map

1. Set up the site in Dreamweaver. All the pages MUST be HTML5 compatible.
2. Create a folder structure for the site as follows (note you will be adding others):

* **styles** folder to hold the style sheet(s)
* **images** folder to hold the images for the web site
* **media** folder to hold any multimedia for the site

1. Create a new external style sheet named hvk\_styles.css in the styles folder for use in all the pages in your Web site. The style sheet will contain all the styles for your site including all ids, classes, tags (including HTML 5 navigation tags). You must have styles for the following (but may have more). The styles must be based on the look and feel (colour scheme, navigation, etc.) you design. This is not a complete list. You will need to add CSS as you continue working on the site. Do not have any embedded or inline styles in the page.

* Body (including any background images, etc),
* h1,
* separate classes/ids for each div that is identified in your wireframe
* navigation bar wherever you have designed it to be (including different styles for a:linked, a:visited, a:hover; a:active), and
* text navigation at the bottom, in smaller font.

Include any additional styles you think you need. You must **not** use the built in style sheets in Dreamweaver or ones that you can download from the web, come up with one of your own.

1. Set up the home page in Dreamweaver and name the page index.html. No content is required other than the banner (including the logo) and navigation as designed above. If you wish you can include some lorem ipsum text (<http://www.lipsum.com/>). If you do, remember to keep it about the same length as you would have information on the home page.
2. Set up the hours page in Dreamweaver and name the page hours.html. No content is required other than the banner and navigation as designed above.
3. There is no need to create the mobile page at this point.

**To submit**

Zip the folder YourUserName\_C10\_A02\_Design and copy it to the Moodle page for the course. The zip file contains:

* YourUserName\_C10\_A02\_Plan.pdf
* All the files in the web site