## L10 HW - Web page Responsive Design

## Professor Navarro

## COP3834 – Web Application Development

### **Background**

Responsive web design allows your website to look its best on cell phones, tablets, laptops, and desktop screens. By having a “mobile first” investment, the design improvements in user experience will likely result in higher conversions and business growth. Statistics indicate mobile web traffic has overtaken desktop traffic accounting for more than 51%.

In this assignment, you will take the role of a web designer at a fictitious digital marketing company. A SMB client has asked for an example of a webpage before they settle on a design. You will created a mock-up of a website landing page for the client to review in your L03 HW assignment. The client was happy with the direction and wants a more detailed page to test that is mobile, tablet, and desktop friendly.

You may choose any actual SMB in Lakeland, Tampa, or Orlando that sells a product or provides a service as your inspiration. Do not use the business’s actual name or phone number, it is simply for inspiration. This can be based on the original L03HW assignment (if there are obvious updates) or you can pick a new business. It is up to you.

### **Procedure**

1. Using HTML, create a single page webpage with the title “index.html” Using CSS, create a “style.css” style sheet, a directory titled “img”, and any image files in the directory. Do not use a CMS or web builder wizard. You may use bootstrap or SCSS CSS preprocessor however. These files will need to be zipped together prior to Canvas submission.
2. This assignment **requires** responsive design. Web page will need to be responsive and look good while providing necessary Information to users and search engines for mobile, tablet and desktop. At least one Image, or html element with text should **not** display on mobile. This will result In a simpler landing page for mobile. Use portrait perspective for mobile. Tablet view Is landscape.
3. The web page’s main purpose to market a SMB business, this means you should include:

* Name of business in a h1 tag (fictitious)
* H2 tag with a tag line or text that supports the H1.
* Phone number (fictitious)
* Call to Action (CTA) buttons (2 minimum) that are clearly labeled
* A navigation section at top of page that includes links for home, about, contact, (you pick 4th category). The links do not have to be real links but should at least include #home, etc as a placeholder
* Images (minimum 3) 2 of these Images need to use <picture> element and server alternate Images depending on viewport size. Each Image must be under 200kb.

1. Use a minimal color palette (see discussion page for color scheme ideas) Ensure your colors are complimentary and match the tone of the business you are designing for. Use at least 2 accent colors and 2 variations of the base color. Be consistent.
2. Use a minimal set of font types with no more than 3 font types used. Be consistent.
3. HTML needs to have a head, body, title, header, nav, footer and additional sections or div elements at minimum.
4. HTML needs to formatted so that it is easy to read. Use comments as appropriate.
5. Styling needs to be on a separate style sheet.
6. Include a screen shot in .jpg format of your rendered web page. This will be compared to the code in case there is an issue with the code displaying in browsers.
7. All files that are required (zipped):
   1. index.html
   2. css/style.css
   3. img/someImage.jpg (3 minimum)
   4. renderedWebPage.jpg

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| **L10 HW - Web Page Responsive Design Rubric** |  |
| **Assessment** | **Points** |
| Submit index.html, css/style.css, img/someImages.jpg (3 min) in a win zipped directory. | 20 |
| Screen shot included of rendered web page as jpg | 5 |
| Html and CSS is easy to read, structured well with appropriate comments. Needs to include media queries in CSS and two image sizes using <picture> html element for two separate images. Must have a mix of columns utilizing grid or flexbox css (ie. 1 col, 3 col, 2 col) Bootstrap, Foundation or SCSS is acceptable to use. | 15 |
| Web page is responsive, provides important information, looks professional, attractive and engaging for mobile iPhone 6s (portrait), iPad, and chrome desktop at 1024x768 | 30 |
| All image sizes are shall be under 200kb each | 5 |
| Appearance: Fonts have good contrast and are easy to read and look professional. No more than 3 font types used. Minimal color palette used that is complimentary and match tone of business. Use at least 2 accent colors in addition to base color and 2 additional shades of base color (ie. use same hue, but reduce saturation or luminosity) | 10 |
| Have at least one image, div, or section that does not display on mobile but web site is still effective. This must be done with CSS, do not create a 2nd html page. | 5 |
| Web page supports the business by including: name of business in h1 tag, phone number, two CTA, navigation bar at top, 3 images. | 5 |
| Web page is unique and creative. | 5 |
|  |  |
| Sub total | 100 |
| Extra Credit – Create an About-Us.html page that that is themed after the landing page. Should have at least 1 image. Navigation needs to link to about-us page as well as navigation to return to “home” landing page. | 5 |

Example of web page design:



