

COMP10310 Web Design Project

Submission Date: Monday, April 14th, 2025 at 5pm



UCD School of Computer Science

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Project Task

Design a website in one of the following category areas:

1. Service/Business Website

You are tasked with designing a business website. This should consider both promotional (designed to attract new customers/members) and functional elements (designed for habitual use). You may design your website principally as a promotional or functional website. The business involved can be entirely fictional. However, if the business is real, remember to follow the rules detailed in the project guidelines below. Although it is legitimate for functional elements to include a purchasing mechanic, the project website should not include any working method of monetary exchange.

2. Reference/Promotional Website

You are tasked with designing a website where the focus is on promoting a popular holiday destination, or providing information about a hobby you are interested in. Most importantly, for whatever domain you choose, you need to make design decisions that are appropriate for the target audience identified. Lots of room here for creative ideas!

Deliverable Requirements and Timeline

Your website should have at least 6 HTML pages of gradable content, with supporting CSS and JS files.

The **deadline for project submission is Monday, 14th April at 5pm** through BrightSpace submission. You are required to print out an email confirmation of your successful upload for your own records. The timestamp of your BrightSpace submission will be used to identify late submissions and these will be subject to a late submission penalty.

Before a grade can be assigned students are required to demonstrate their work during the final week of the trimester (i.e. between Tues 15th April and Thurs 23rd April, inclusive). These presentations will be time-restricted to only 3 minutes long! Advance preparation here is strongly advised. Instructions relating to the scheduling of these presentation will issued through BrightSpace and discussed in class in the prior to the submission deadline.

Students who finish their projects earlier can request to demonstrate their site but an earlier appointment will only be arranged once the final version of the project source has been submitted. Students seeking to do this should email lorraine.mcginity@ucd.ie to arrange a slot for the demonstration.

What is not allowed?

You are not permitted to use any website building service like Wix, Squarespace, or Weebly. In the same vein, you are not allowed pay anybody to make your project for you or pose anybody else's work as your own. You may not steal anybody else's work, even if this work is not code, but instead media (such as images or video).

What is allowed?

You may use any programming languages, or libraries you want in the creation of your project. You may also use any code or media that is publicly available (that is licenced for such use) provided you attribute it. Note, however, that you will be assessed primarily for original contribution. For instance, if you use a pre-made CSS library, while you will receive credit for implementing styling within your project, you may lose out on opportunities to obtain credit in the creation of CSS code yourself.

What resources will be made available?

Some suggested resources will be made available on BrightSpace. There will be two dedicated lab slots allocated for providing support where you can attend to work on your project and ask questions around any issues you are having.

How Will Projects Be Assessed?

Projects will be graded based on presentation and technical assessment of your website. To maximise your final grade you should consider the following:

- Technical Validation – HTML, CSS and all scripting will be inspected.
- Content Quality and Content Presentation - how well have you communicated the message using various media components (text, images, video, google maps, etc)? Errors in spelling, grammar, etc. will be taken into account. Does the colour scheme and font choice work?
- Topic coverage - how completely have you covered your topic? Are there things that obviously should be in the site but are not? Is the content suitable for the site and its audience?
- Page Layout & Navigation - how easy is it to navigate your site? For any interactive components - are they well designed? Is the interface consistent and appropriate for the site?
- Optimisation - images and other files will partly be considered in terms of their suitability for the web - i.e. file size vs quality (compression). Would this site load quickly enough for the quality presented? Image/sound compression artefacts should not be noticeable.
- Copyright – no content may be used unless permission is granted for its use. You can use content, such as images, code and video that is publicly licensed for reuse (under CC, MIT, etc). However, you will only be graded on original content. Should you use publicly available assets, you must provide clear references. These references must be provided with your code (inline reference featuring the author name (if available) and URL where this content can be found). A bibliography of assets should be made available in your project.pdf.
- Browser Compatibility/Accessibility Issues – Is this an issue and if so what measures have you taken to ensure consistency here?
- NOTE: Plagiarism will not be tolerated. You are advised to carefully review the School Policy on Plagiarism. Submissions are automatically scanned by anti-plagiarism software on BrightSpace.

Submission Instructions

1. Create a zip containing all necessary project files. Include a pdf with a bullet point list of the main features of your website. Include a list of references for any assets used (i.e., those you not the author of).
2. In Windows you can select the Web Design project folder, right click and choose send to > Compressed (zipped) archive. In Mac OS X, you can select the Web Design project folder, right click and choose Archive.
3. Name your zip file in the format of "*project-name-studentnumber.zip*", replacing name and *studentnumber* with your own name and student number. e.g. "Bloggs, Joe-Project-11123456.zip". Upload your zip file using the Web Design submission form that will be available on BrightSpace.