Advanced Web Design HTML Refresher Activity

Coffee Shop Website

..\..\..\Program Files\Common Files\Microsoft Shared\Clipart\themes1\Lines\BD10290_.GIF

**Directions:** You have just been hired by Francine Moka, owner and operator of a hip new coffee shop. She wants you to design a 3-page website for her shop as described below:

1. As this is a complete rebranding of her business, your first task is to decide on a name for her shop. You must create something creative that has meaning behind it.

**Coffee Shop Name:** FraMoka Latte\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Explanation of Name:** I used the first part ofFrancine, and combined it with her last name, which sounds like Mocha, plus Latte to communicate that this is a coffee shop.

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**Slogan:** Theone stop shop for good coffee drops/Good Coffee When You Need It!

1. Next research color schemes on the web and decide which ones you are going to use for your website.

**Main Colors Hex Codes (minimally 3): #**FFFFFF (White DIV), #FFFFCC (Light Yellow BG), #663300 (Dark Brown FTR)

1. Now, use a resource of your choice (Cooltext.com, Canva.com, etc.) to design a site banner including your business logo and incorporating your above color scheme into it. You should also include your catchy slogan with the logo.

**Banner (Rough Draft Sketch):**

|  |
| --- |
| A cup of coffee  Description automatically generatedLogo  Description automatically generatedA cup of coffee  Description automatically generated |

**Website Requirements**

* **Content**
  + - * Contact Information (Address, phone, email address, etc.) Address: 4663 Diamond Way, Doylestown PA 52883, P: 1-267-ITS-GOOD(487-4663)
  + A “Welcome” message in paragraph form describing the coffee shop (Include on the “home” page)
    - * Facts about the coffee shop (history, about the owner, staff, etc.)
  + A brief menu including items, descriptions, and prices.
  + Appropriate attention-grabbing pictures/graphics
    - * Any other pertinent information for customers. (driving directions, hours, etc.)

* **“Look & Feel”**
  + - * Business Name, Logo, and Slogan
      * Page Titles (identifies in the “title bar” what page visitors are on in the Browser Tab)
  + General parts of a webpage (banner, navigation, content, and footer with email, date and copyright notice and your name)

This assignment will be graded on the use of the following HTML elements:

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| --- | --- | --- |
| 🗹 | **ELEMENTS** | **MET** |
|  | Creation of a **NEW** project folder (lastnameCoffeeShop) for your site. |  |
|  | An **external** style sheet named **coffeeStyles.css (3 pts)**   * A background color (Body tag selector) **style** (other than white) added to the restaurantStyles.css file * Formatted headline (H1 tag selector) **style** added to the restaurantStyles.css file * Formatted paragraph (P tag selector) **style** added to the restaurantStyles.css file |  |
|  | Minimally **two unique web pages** for your site. Each page should have a unique page title, page headline and navigation system allowing visitors to move between them. \* Remember, your first file should ALWAYS be the index.htm page. **(5 pts)** |  |
|  | Simple and clear navigation system that includes unique page titles and appropriate page headlines (**2 pts.)** |  |
|  | At least two headings (h1 through h6 tags) **(2 pts)** |  |
|  | Horizontal Rules (HR) for appropriate page divisions **(1 pt.)** |  |
|  | Use of multiple paragraph (P) tags for content organization and spacing **(2 pts)** |  |
|  | Unordered list (bullets) and Ordered list (numbers) samples (**2 pts**) |  |
|  | Various graphics and pictures, including your logo for the top your Website using a creative resource (**3 pts.)** |  |
|  | Two working exterior hyperlinks (links to other sites on the Web) **and** One e-mail hyperlink (**3 pts.)** |  |
|  | Website creativity, professionalism and overall appeal factor. There is a lot of room for creativity in this assignment so use your imagination. You **MUST** use the elements I describe above, but feel free to add others as you see fit. **(5 pts)** |  |
|  | General HTML code creation, readability, organization and file management. Please include a non-visible comment that contains your name, period number and date on the first line. **(2 pts)** |  |
|  | **BONUS:** Creatively and professionally add a DynamicDrive.com script of your choice. **(+2 pts)** |  |
| **Project value: 30 points** | |  |

**DO NOT** plagiarize any text on your web page. All the text should be your own. You should look at examples of restaurants online for ideas and examples. Good Luck web designer!

**DROP:** Zip your project folder and drop in the teacher’s class “drop folder”.