

COM 205 MULTIMEDIA APPLICATIONS

SEMESTER PROJECT REQUIREMENTS

For this course you will be required to complete a semester project. You will create a 5-page website based on the topic of your choice. The project will be divided into three major sections: the project proposal, comprehensive mock-ups, and website implementation. Computer Lab B-6 will also be available to you.

1. Project Proposal

The project proposal will serve as an outline for your website. You will describe the purpose of your site, its target audience, any research you have done, and assets you will need to complete the project. You will also include a basic flowchart of pages and navigational structure.

2. Comprehensive Mock-ups

You will create 5 mock-ups, one for each page of the website. They will help you to determine where you will place the images and content on your web pages. (MS Word to complete.)

3. Website Implementation

The completed website implemented in HTML and viewable in a web browser. No broken links! Website source files are to be saved in your class folder and uploaded to GitHub Classroom. In addition, you are also required to hand in a resources list, a single page document that lists all resources used that are not your own. Websites will be presented in class.

Please make note of the following due dates:

<u>Section:</u>	<u>Due Date:</u>
1. Project Proposal	September 27 th
2. Comprehensive Mock-up	October 25 th
3. Implemented website & resource list*	December 6 th

* *You are not permitted to use any type of Content Management/Blogging Software to complete this project!*

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SEMESTER PROJECT GUIDELINES

The following are guidelines used for using and assessing media and design elements for your semester project. While not every element must be included, these guidelines should help you determine which elements to use and how to use them effectively and appropriately. Your project will be assessed and graded based upon these guidelines.

Content guidelines:

1. The purpose, goals, and audience should be clear.
2. The information presented should be useful
3. The information should be as factual as necessary or as entertaining as appropriate to the purpose.
4. All text should be checked for correct spelling, grammar, sentence structure and punctuation.
5. Content should be presented clearly in a logical order.

Multimedia Elements:

1. Typography – Titles, subheadings, and text should be in font sizes that are appropriate for the content.
2. Images – Images must be appropriate to the content and include alternative text using the `alt` attribute.
3. Layout – The layout should be visually pleasing and uncluttered. (Use of sufficient white space.)
 - a. A consistent theme or pattern should exist throughout the project.
 - b. The most important information should be the focus of attention.
 - c. The layout should reflect the purpose of the content.
4. Hyperlinks - all links (both internal and external) should be checked for content and function correctly.
5. Navigation – The site should be easy to navigate.
 - a. Navigational links should clearly summarize the content of each page.
 - b. All links should be easy to find and use.
6. Animation/Video – Animation/Video should be used to enhance the content, not distract from it.
 - a. ~~All~~ Objects should load quickly and move smoothly.

Other Issues:

1. Be sure that copyright laws are obeyed. Also be sure to obtain permission for any pictures, graphics, etc... that are included in your project.
2. Credit must be given for any work that is not your own.
3. Website must function correctly in the following web browsers.
 - a. IE 10/11
 - b. Latest version of Firefox
4. Proper organization of website files (index page, stylesheet and images/assets folder)

COM 205 MULTIMEDIA APPLICATIONS SEMESTER PROJECT PROPOSAL OUTLINE

The following are guidelines and ideas for you to keep in mind while writing your project proposal.
All project proposals are due on Thursday, September 27th.

Please note that your project proposal must be written in paragraph form and must follow formatting similar to the example proposal provided on the course website.

Website Proposal:

1. Purpose:

State the purpose of the project. You must answer these questions in paragraph form:

- a. Who is this website for?
- b. What will the website do?
- c. What will the site have to offer its users?
- d. If the project is a redesign, what is the reason for redesigning and what do you hope to achieve?

2. Target Audience:

What is your target audience/demographic? Will you be targeting the users of specific browsers/platforms?

3. Research:

Discuss the results of any research you have done regarding the project in paragraph form.

- a. Results of any conversations you may have had with the client or internal dialogue.
- b. Analysis of similar websites.
- c. The client's (you) likes or dislikes in regards to color, typography, animation, etc...

4. Site Design:

Based upon your research, discuss what you would like to include in the initial site design in paragraph form. Please note that as you progress through the project these ideas might change, but this provides a good starting point.

- a. Describe the overall look and feel of the site
- b. Color Scheme
- c. List of fonts you will use
- d. Type of navigation (drop-down menus, large buttons, etc...)
- e. Animations (if appropriate)
- f. Target screen resolution (1152x648, etc...)
- g. Any scripts you will be using

5. Scope of Work:

List what you will need to complete the project. For example:

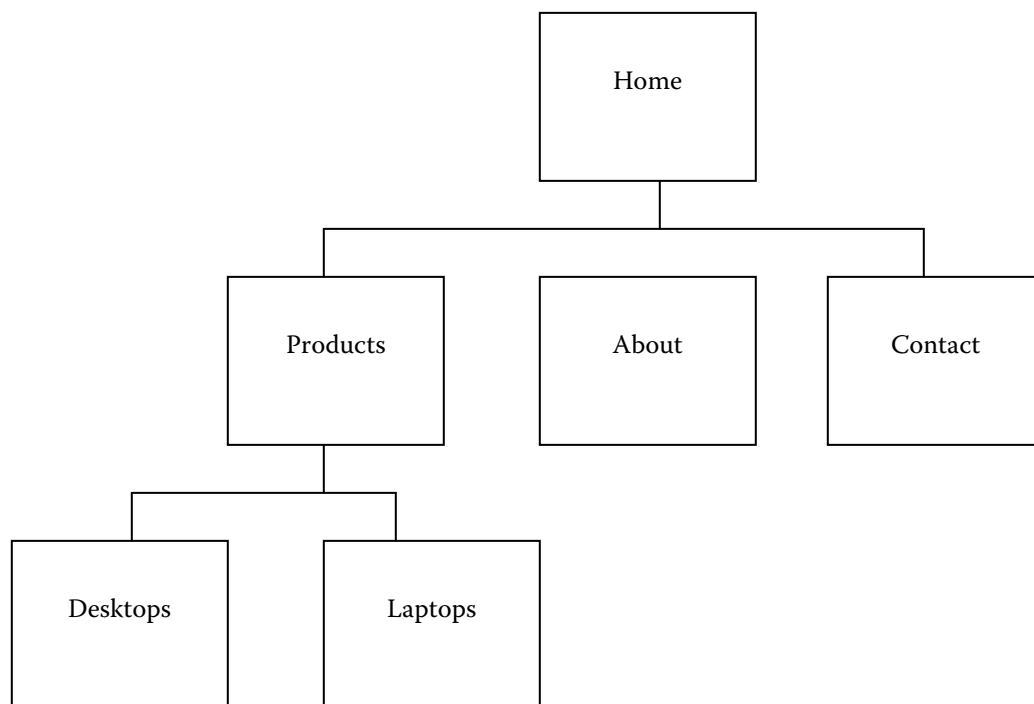
- a. Logos
- b. Content
- c. Images
- d. Animations
- e. Videos
- f. Scripts
- g. Web pages (Home, About, Services, Products, Contact, etc..)

6. Summary:

Summarize all of the above in paragraph form.

Site Map

Create a diagram showing the different pages of the site and the navigational structure.



Project Schedule

Provide a high-level outline of the project schedule. Create milestones and assign dates to coincide with how you plan to accomplish your work. Summarize the work you will complete for each milestone in a few paragraphs. See sample proposal for formatting. Some milestone ideas could include: Discovery, Final Mockup Delivery, Content/Copy Creation, Image/Asset Creation and Final Project Delivery & Presentation.