### Assignment 2

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| **Due date:** | 4th April 2018 ( Before 2pm) |
| **Value:** | 30% |
| **Group Member:** | 4 students in a group |

***NOTES:***

***\**** *Must submit the hard copy and soft copy (your HTML and CSS files burned onto a CD) of your assignment to the department before 2pm. After 2pm 2.5 marks will be deducted from the overall marks for late submission)*

***Turnitin Details:***

Class ID: **20059706**

Enrollment Password: **WebJan18**

**Expected Learning Outcomes Assessed:**

* Create a website using HTML, CSS and information gathered from the Internet (CLO2);
* Write simple JavaScript and jQuery scripts in webpages (CLO3)
* Present the website created professionally (CLO4)

**INSTRUCTIONS:**

You will create a professional website for a classmate. This website could take the form of a web design portfolio, small business website, informational site or whatever else the client desires.

The client will be in charge of setting the project goals, giving stylistic direction and providing all the content for the site. The designer is responsible for all other aspects of the site.

Grading Criteria:

* 10 - 15 Unique Pages
* Valid HTML
* External CSS
* Original Text \*
* Original Graphic Design\*
* No Broken Links
* Proper Use of HTML Tags
* Appropriate and Useful Content
* Design for both desktop and mobile (responsive design)

\*Public domain art may be used if appropriate for the project.

The final project will be divided into seven different parts as follows:

1. Client Needs Assessment
2. Site Architecture Plan
3. Final Design (Presentation)
4. Final Site
5. Final Site (Presentation)
6. Analysis and Critique Paper (Individual Submission)
7. Peer Evaluation (Individual Submission)
8. **Client Needs Assessment**

Interview your client. Determine the goals for the site. Write about TWO pages identifying the purposes identified by the client for this site. Elaborate on the following:

* Who is the intended audience?
* What tone, theme, metaphor and visuals might be used to convey the purpose of the site?
* What information will be presented by this site?
* Describe the primary organizational sections of the site
* Include in a rough layout (pencil block sketch)

1. **Site Architecture Plan**

Each designer must come up with a comprehensive plan for the information architecture of his client's site. When creating the document, consider the following:

* Make sure the site has 10-15 pages
* Should have a file named "index.html"
* Remember, this part deals with file structure, not links.

For this assignment, the client must provide the content for every page of his or her website. This means every word of text that will appear on the finished website must be given to the designer. If a webpage includes images, the images should be given to the designer and a list of the images on each page. This should be a professional site, so check your grammar and spelling.

1. **Final Design**

At this point, you should know exactly what your site will look like. For this part, you should turn in a picture of exactly what your site will look like, including actual text and final images. You may do this in a program like Photoshop or simply take a screenshot of your home page. You will be presenting these designs in client for any final suggestions and critique.

1. **Completed Site**

You should have the entire site completed and online so that it can be graded. Your site should meet all the needs of your client as well as the criteria mentioned previously for the final project, including:

10 - 15 Unique Pages

Valid HTML

External CSS

Original Text

Original Graphic Design

No Broken Links

Proper Use of HTML Tags

Appropriate and Useful Content

Upon completion, this site should be of the quality that it could be part of your portfolio as a web designer.

1. **Final Presentation (Week 13)**

Present your final completed site to your classmates. Discuss about the feedbacks you have received during your final design presentation and what are the changes that you made in your completed site.

1. **Site Analysis and Critique (Individual )**

Write in a page describing the process of creating your website, working with your client and learning the technical skills necessary to do so. Discuss the things that went well on the site, the things that you found difficult and the things you would change if you could do it again.

**MARKING SCHEME**

|  |  |  |  |
| --- | --- | --- | --- |
| **CLO** | **DESCRIPTION** | **MARKS ALLOCATED** | **MARKS AWARDED** |
| **DOCUMENTATION (10 MARKS)** | |  |  |
|  | * Who is the intended audience? | 2 |  |
|  | * What tone, theme, metaphor and visuals might be used to convey the purpose of the site? | 4 |  |
|  | * What information will be presented by this site? | 2 |  |
|  | * Describe the primary organizational sections of the site. Include in a rough layout (pencil block sketch) | 2 |  |
| **WEBSITE (60 MARKS)** | |  |  |
|  | * **Layout**   The Web site has an exceptionally attractive and usable layout. It is easy to locate all important elements. | 5 |  |
|  | * **Navigation**   Easy to use, consistent | 5 |  |
|  | * **Visual Appeal**   Use of color, contrast, text, graphics is appealing to target audience  The site has well-stated clear purpose and theme that is carried out throughout the site | 10 |  |
|  | * **HTML Validation**   All pages passed the validation | 10 |  |
|  | * **CSS Validation**   All CSS files passed the validation | 10 |  |
|  | * **Host Website on Github**   All files uploaded to the Github and able to display correctly without any issues | 10 |  |
|  | * **Responsive Design** | 10 |  |
| Presentation | | 10 |  |
| Peer Evaluation (Individual ) | | 10 |  |
| Site Analysis and Critique (Individual) | | 10 |  |
| **LATE SUBMISSION (-5 Marks per day)** | |  |  |
| **NO TURNITIN REPORT (-10 Marks)** | |  |  |
| **PENALTY - folder name incorrect, missing file, etc.** | |  |  |
| **TOTAL** | |  |  |

**PRESENTATION MARKS RUBRIC**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **10 – 8 Marks** | **7 – 6 Marks** | **5 – 3 Marks** | **2 – 1 Marks** |  |
| **Delivery** | * Holds attention of entire audience with the use of direct eye contact * seldom looking at notes * Speaks with fluctuation in volume and inflection to maintain audience interest and emphasize key points | * Consistent use of direct eye contact with audience, but still returns to notes * Speaks with satisfactory variation of volume and inflection | * Displays minimal eye contact with audience, while reading mostly from the notes * Speaks in uneven volume with little or no inflection | * Holds no eye contact with audience, as entire report is read from notes * Speaks in low volume and/ or monotonous tone, which causes audience to disengage |  |
| **Content/ Organization** | * Demonstrates full knowledge by answering all class questions with explanations and elaboration * Provides clear purpose and subject; pertinent examples, facts, and/or statistics; supports conclusions/ideas with evidence | * Is at ease with expected answers to all questions, without elaboration * Has somewhat clear purpose and subject; some examples, facts, and/or statistics that support the subject; includes some data or evidence that supports conclusions | * Is uncomfortable with information and is able to answer only rudimentary questions * Attempts to define purpose and subject; provides weak examples, facts, and/ or statistics, which do not adequately support the subject; includes very thin data or evidence | * Does not have grasp of information and cannot answer questions about subject * Does not clearly define subject and purpose; provides weak or no support of subject; gives insufficient support for ideas or conclusions |  |
| **Enthusiasm/ Audience Awareness** | * Demonstrates strong enthusiasm about topic during entire presentation * Significantly increases audience understanding and knowledge of topic; convinces an audience to recognize the validity and importance of the subject | * Shows some enthusiastic feelings about topic * Raises audience understanding and awareness of most points | * Shows little or mixed feelings about the topic being presented * Raises audience understanding and knowledge of some points | * Shows no interest in topic presented * Fails to increase audience understanding of knowledge of topic |  |
| Comments: |  | | | |  |

**Peer Evaluation (10 Marks) – Individual Submission**

Your name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Write the name of each of your group members in a separate column. For each person, indicate the extent to which you agree with the statement on the left, using a scale of 1-4 (1=strongly disagree; 2=disagree; 3=agree; 4=strongly agree). Total the numbers in each column.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Evaluation Criteria | Group member: | Group member: | Group member: | Group member: |
| Attends group meetings regularly and arrives on time and contributes meaningfully to group discussions. |  |  |  |  |
| Completes group assignments on time. |  |  |  |  |
| Prepares work in a quality manner. |  |  |  |  |
| Demonstrates a cooperative and supportive attitude. |  |  |  |  |
| Contributes significantly to the success of the project. |  |  |  |  |
| TOTALS |  |  |  |  |