

Secondary & Post-Secondary Project

INTRODUCTION

Assiniboine Park Zoo is home to more than 150 animal species, the Assiniboine Park Zoo is a place for exploration and family fun in every season. Located in beautiful Assiniboine Park, the Zoo has been a favourite destination for families, tourists, school groups, and animal lovers for over a century.

<https://www.assiniboinepark.ca/>

Assiniboine Park Zoo is accredited member of the Association of Zoos and Aquariums, Canada's Accredited Zoos and Aquariums, and the World Association of Zoos and Aquariums. As an accredited, modern zoological organization, Assiniboine Park Zoo focuses on meeting and exceeding the ever-rising standards of animal care and welfare, safety, and veterinary programs and as well as demonstrating a commitment to education, conservation and research.

With over 80 acres to explore, the Zoo is open year-round with both indoor and outdoor exhibits, providing visitors with the opportunity to interact with animal species from all corners of the globe. Educational programs for adults and children, unique event venues, and special events and promotions combine to make the Zoo Winnipeg's premier outdoor attraction!

DESCRIPTION OF PROJECT

To celebrate spring coming to Manitoba, Assiniboine Park Zoo has decided to host a "Family Day at the Zoo" to bring families and friends to the park to experience outdoor activities. Note that this is a mock project and does not indicate an actual request or event(s) from the named organization. The focus of this project is best practices in web design and development at an entry level. Content and assets are provided to give direction in design and development and have been approved for use and manipulation for the purposes of this project.

Module A

For Module A, your task is to design a layout for the zoo for this event that will be used to promote the event online. The design and content should promote a fun,

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educational, family event where the zoo is committed to providing experiences in a safe and natural park setting. You will need to design a single home page for 3 different screen sizes:

1. Smartphone (max-width: 767px)
2. Tablet (mix-width: 768px) and (max-width:1023px)
3. Desktop (min-width: 1024px)

You must select your color palette and fonts you will be using as part of this module. You do not need to use the same colors or fonts as the current brand. This module can be designed in graphics software such as Adobe Illustrator or Photoshop and provided in a single PDF file.

You may use your discretion in choosing text, images, layout, typography but you must take into consideration user interaction to provide the users with quick access to information they might request and the user design experience must be present throughout the website design, and later, development.

You are free to modify any of the provided images and text to contribute to the quality of the design and interaction.

Module A final deliverable must include:

- Color palette with names and values of colors
- Font combinations for your visual hierarchy
- Website mockups with 3 breakpoints (mobile, tablet, desktop)
- PDF format is required
- Saved to a folder on your desktop named ``apz_design_comp#``

Website content breakdown:

You should propose a navigation structure with properly naming conventions adequate for the purpose of the website and demographics. It will be up-to-you on how to split the content you provide and how you will be placing it across the different pages and within your layout for each page.

You should take into consideration web standards and visual design guidelines for the breakdown of your content.

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SUGGESTION TO THE COMPETITOR

The points for this module are 30% of the total marks available. With 6 hours to complete all the modules, you should spend no more than about 1 hour and 45 minutes on this module before moving on to development.

Module B

INSTRUCTIONS

Assiniboine Park Zoo is excited to move forward with your design and move to the development stage. Your task is to implement the design as a fully functional demo web site using web technologies that may include HTML5, CSS3, JavaScript, Bootstrap, jQuery, PHP and MySQL.

You must take into consideration the target demographics and the purpose of the website to finalize the development stage. The website should have the capability to explore the content from the homepage by providing clickable visuals and navigation.

You will use the design and layout of your previous module to complete all other pages required for the website.

DESCRIPTION OF PROJECT AND MODULE

Create a folder in your web root (htdocs) folder and name it 'apz'. Your site should be accessible via a web browser at <http://localhost/apz/>. Only put files in this folder that you wish to be evaluated. There should not be files you are not using or files used to create assets such as .psd or .ai files. Judges will not look in other folders for web site files. This does not include the folder from Module A that is on your desktop.

All pages of the website should be fully responsive at the breakpoints stated in Module A. The menu navigation should also be fully responsive and your discretion

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should be used on what areas of the content should display on the different sizes of screens. Banners and images within the website should also be responsive.

The web site should contain a form to gather information about a guest and reserve tickets to enter the zoo. See below and the 'Family Day at the Zoo' document for further inspiration.

Some relevant information that may be required from the user:

- Name – required
- Contact Phone Number – required
- Email Address – required
- Ticket Types – required
- Quantity – required
- Special Instructions – Optional
- Submit button

A confirmation page with appropriate information should be displayed once the user has submitted the form. The form should not be shown to the user after a successful submission. The form should be shown if there is an error present and directions to the user on what needs to be fixed.

POST-SECONDARY STUDENTS

You are required to validate and write the contents of the ticket reservation form to a single MySQL database table. You are to create the database and table with appropriate fields, datatypes, and constraints using your localhost. A primary key field is required. You should create a database-specific privileges account with select, insert, update and delete privileges to use with your connection script. You may assume there is no registration for users required. Guest ticket reservations are only accepted at this time. You will use PHP to make a connection to the database and insert each reservation as a record. Project management in regards to organization and naming of files, folders, fields and tables is evaluated.

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SECONDARY STUDENTS

You are required to validate the contents of the ticket reservation form using PHP but it is optional to write the contents to the database. You still need to display a confirmation page after the form has been submitted. There are a possible 15 bonus marks available if you choose to complete the post-secondary requirements listed above. Project management in regards to organization and naming of files and folders is evaluated.