

## CIS 181 KL Spring 2022

### Web Site Final Project

#### Purpose

To design, develop, and publish a web site using recommended design practices. Your Project will demonstrate mastery of the web development skills and concepts learned in this course.

**You are required to publish your web on the Internet.** Start looking NOW for your Ad Free host (*project must be hosted on Ad Free host*). There are also many sites on the web that offer ad free web site hosting. Try searching for some on your own or check out Ad Free Web Site Hosting (Resources > Ad Free Web Site Hosting) to get you started. Your web site might be about a favorite hobby or subject, your family, a church or club you belong to, a company that a friend owns, the company you work for, etc.

The project must be your own design and be completed by you — the use of free or purchased web site templates are not permitted (for example, those found in Dreamweaver, purchased or free, blog or social networking templates such as Drupal, WordPress, Blogger, Facebook as well as the textbook's Case Study Lab). If it is perceived that a web template has been used, the project grade will be no higher than "below average" (D).

Students sometimes wonder about what a "page" should contain. The answer is that to count as a "page" in your web project, a web document must be designed in a manner consistent with your site and contain content of value that includes text and images. Web page documents that have little or no content of value to your intended audience or consist only of an image or a PDF will NOT be counted as a "page".

#### Project MUST contain (at minimum)

- One (1) home page and six (6) (but no more than ten (10)) content pages
- **Each page** must contain appropriate text and images that provide information and value to the target audience
- **Each page** must adhere to Section 508 Standards (refer to your textbook)
- **Each page** must contain appropriate page titles
- One (1) table utilizing data effectively
- One (1) e-mail link
- One (1) external link
- **Each page** must contain appropriate meta tags
- One (1) form (four (4) fields minimum, server-side processing might be used but not required to collect save form data (to a text file or send

- information via e-mail) and to display a confirmation page). You can link your form to your email to save information you've collected from the user.
  - Form must reside on project site (link to an external form is not allowed).
- One (1) external style sheet (CSS) which contains a minimum of six (6) styles

### **Project must NOT contain**

- mailto or handlers (for example, ASP, CGI scripts) provided in our course assignments are not allowed as the FORM action
- < FRAMES > based page
- < TABLE > based page
- < IFRAME > based page
- Image based page (where the page contains little or no text or content other than images)
- Spry Widgets (Dreamweaver)
- FONT tag or inline, embedded, physical or logical styles

### **Milestones**

- Topic Approval (must be approved before moving on to other milestones).
- Planning Analysis Sheet -----→ **10 points**
- Wireframe -----→ **10 points**
- Site Map -----→ **15 points**
- Final Project update -----→ **20 points**
- Publish Project -----→ **100 points**

### **Your web site project will be evaluated on the following criteria**

- Accomplishment of Project Objectives
- Contains Required Elements (Rubric)
- Visually Appealing
- Application of Design Principles

### **Project Milestones**

**Web Site Topic Approval:** The topic of your web site must be approved by me before moving ahead with your project. Answer the following questions written in one paragraph detailed purpose of your web site.

- What is the purpose of the site?
- What do you want the web site to accomplish?
- Who is your intended audience?
- What opportunity, problem, or issue is your site addressing?
- What type of content might be included in your site?

- List at least two related or similar sites found on the WWW
  - Explain why you chose them

**Topic must be approved before you may begin to work on the next milestone.**

**Planning Analysis Sheet:** Create document for review to proceed to the next phase. Include the following headings:

**Web Site Goal**

*Describe the goal of your web site in one or two sentences.*

**What results do I want to see?**

*List the working title of each page on your web. You will have six to ten working titles listed.*

**What information do I need?**

*List where you will obtain the content (facts, text, graphics, sounds, and video) for the web pages you listed above.*

**How will your project use a form?**

*Describe how you plan to use a form in your project to collect information — examples of using a form might be to offer feedback, provide a survey or poll, offer subscriptions to a newsletter, etc.*

**Site Map:** Using a word processor, PowerPoint, or ruler and pencil, draw a flowchart (storyboard) of your web site that shows the hierarchy of pages and relationships between the pages.

**Wireframe:** Use a computer application to create a wireframe for a sample page on your web site that clearly shows the logo, navigation, content, and footer areas. Use a graphics application to create a wireframe and save as a .gif or .jpg file.

**Project Update Meeting:** You should have at least six pages of your site completed by this time. They should be published to your web site on the Internet or ready to be published. Unless prior arrangements to meet are made, the Project Update Meetings will be held during class lab time. Prepare the following to discuss with your instructor:

- The URL of your web site
- A sketch of your form

- Your Site Map (revise as needed).

**Publish & Discuss Project:** Finish publishing your project to your web site.  
**Website Topic ( you must choose topic for your website).**

Planning Analysis Rubric

**Planning Analysis Sheet (10 points)**

	<b>Accomplished</b>	<b>Developing Skills</b>	<b>Needs Much Improvement</b>	<b>Score</b>
<b>Website Name and Goal</b>	Clearly stated	Unclear	Missing	
<b>Page Titles</b>	Lists the title of each page (between seven and eleven titles)	Lists more than four but less than seven titles	Lists less than five titles are listed.	
<b>Form</b>	The use of a form in an appropriate manner is clearly described.	Unclear or inappropriate form use	Missing	
<b>Obtain Content</b>	Lists at least four sources of content (facts, text, graphics, media)	Lists at least two sources of content	Lists less than two sources of content	
<b>Mechanics</b>	Well organized, complete sentences, correct grammar and spelling.	Complete sentences, disorganized, less than three grammar/spelling errors	Incomplete sentences, three or more grammar/spelling errors	

Site Map Rubric

**Site Map (15 points)**

	<b>Accomplished</b>	<b>Developing Skills</b>	<b>Needs Much Improvement</b>	<b>Score</b>
<b>Site Organization</b>	The site is organized in an appropriate and usable manner.	Only one area of the site organization needs to be modified to result in a usable product.	Two or more areas of the site organization need to be modified.	
<b>Web Pages</b>	Lists each web page (between 7 and 11)	Lists more than four but less than seven pages	Lists less than five pages	

	pages)			
<b>Mechanics</b>	--	Clearly labeled, readable	Unclear or not readable	

#### Wireframe Rubric

##### Wireframe (10 points)

	<b>Satisfactory points</b>	<b>Needs Improvement points</b>	<b>Score</b>
<b>Logo Area</b>	Clearly indicates the company and/or website name.	Missing or does not clearly indicate the company and/or website name	
<b>Navigation Area</b>	Clearly indicates the main navigation links for the web site.	Missing or does not clearly indicate the main navigation links for the web site.	
<b>Content Area</b>	Clearly indicates use of headings, subheadings, images, and text content (such as paragraphs or lists).	Missing or incomplete.	
<b>Footer Area</b>	Clearly indicates the location of standard footer content such as hyperlinks, copyright information, and contact information.	Missing or incomplete.	
<b>Mechanics</b>	Organized, neat in appearance, easy to read and understand.	Some improvement is needed in the organization or appearance and/or the document is not easy to read or understand.	

##### Project Update (20 points)

	<b>Accomplished points</b>	<b>Developing Skills point</b>	<b>Much Improvement Needed points</b>	<b>Score</b>
<b>Page 1</b>	Page demonstrates correct W3C XHTML syntax, web design best practices, contains content of value to the	Page is published to the Web and follows correct W3C XHTML syntax but does not follow one or more web	Page is not published to the Web or more than three web design best practices are not followed, or content is not of	

	target audience, and is published to the Web.	design best practices and/or content needs some improvement.	value to the target audience or correct W3C XHTML syntax is not followed.	
<b>Page 2</b>	Page demonstrates correct W3C XHTML syntax, web design best practices, contains content of value to the target audience, and is published to the Web.	Page is published to the Web and follows correct W3C XHTML syntax but does not follow one or more web design best practices and/or content needs some improvement.	Page is not published to the Web or more than three web design best practices are not followed, or content is not of value to the target audience or correct W3C XHTML syntax is not followed.	
<b>Page 3</b>	Page demonstrates correct W3C XHTML syntax, web design best practices, contains content of value to the target audience, and is published to the Web.	Page is published to the Web and follows correct W3C XHTML syntax but does not follow one or more web design best practices and/or content needs some improvement.	Page is not published to the Web or more than three web design best practices are not followed, or content is not of value to the target audience or correct W3C XHTML syntax is not followed.	
<b>Page 4</b>	Page demonstrates correct W3C XHTML syntax, web design best practices, contains content of value to the target audience, and is published to the Web.	Page is published to the Web and follows correct W3C XHTML syntax but does not follow one or more web design best practices and/or content needs some improvement.	Page is not published to the Web or more than three web design best practices are not followed, or content is not of value to the target audience or correct W3C XHTML syntax is not followed.	

<b>Page 5</b>	Page demonstrates correct W3C XHTML syntax, web design best practices, contains content of value to the target audience, and is published to the Web.	Page is published to the Web and follows correct W3C XHTML syntax but does not follow one or more web design best practices and/or content needs some improvement.	Page is not published to the Web or more than three web design best practices are not followed, or content is not of value to the target audience or correct W3C XHTML syntax is not followed.	
<b>Page 6</b>	Page demonstrates correct W3C XHTML syntax, web design best practices, contains content of value to the target audience, and is published to the Web.	Page is published to the Web and follows correct W3C XHTML syntax but does not follow one or more web design best practices and/or content needs some improvement.	Page is not published to the Web or more than three web design best practices are not followed, or content is not of value to the target audience or correct W3C XHTML syntax is not followed.	
CSS Validation	External CSS file is present and passes W3C validation. No embedded or inline CSS is used. No font tags are used.	External CSS file is present but does not pass W3C validation. No embedded or inline CSS is used. No font tags are used.	External CSS file is not present or does not pass W3C validation. Text/color is configured with embedded styles, inline styles, or font tags.	