

Project 4 (20%)

Individual work

Code Development

Introduction

In this course you have worked throughout the semester to design and develop your own website prototypes. Now are going to develop your own code base for a website that you have designed yourself. This brief covers the second half of the project started in the Project 3 brief, where you create a design for a hypothetical but representative client. This brief covers the *Develop* and *Deliver* phases and will have you realize your design in responsive code and deploy it to the internet.

Purpose

To utilize your new Web skills and build on your work from Project 1 and Project 2 to create a brand-new website in code. This completes the RFP design project started in P3 that brings together DESN340 responsive web design & development learnings to encompass the full project lifecycle from proposal to product launch.

In this project, you will...

1. Apply your learnings from Project 1 and Project 2
2. Code and complete a functional website prototype

Process

- A. Code Plan (including wireframe or box drawing)
- B. Structure files for code
- C. HTML with all content
- D. CSS files for style and layout
- E. Add additional features and functions

Project calendar

- Nov 8 - Start planning & set up HTML and CSS structure
- Nov 22 - Work on responsive navigation
- Nov 29 - Hosting websites
- Dec. 6 - Code 'critique'
- Dec. 13 - Code help [optional]
- Dec. 18 - All parts due by 3:00pm

Hand-off Package Deliverables

Each deliverable should be submitted with the file naming convention:
Desn340_P3_Part#_LnameFname_DeliverableName

A. Client Hand-off Document

After the code is ready and functions appropriately, prepare a document that would be delivered to the client to help them use, update and manage the site. The document should outline how the website would be deployed and how it fulfills the client's goals.

1. Cover Page
2. A brief description of the product you are delivering to the client
3. Website Design Goals and features
4. Images of the design
5. Website Update Guide (guidelines, images, text)
6. Appendix: A wireframe or box model drawing
7. Appendix: List of all content needed for HTML

B. Code Base

A folder that is clearly labelled and structured containing everything you need to launch the site on the web. It should include at minimum:

1. HTML files (index.html and any other interior pages needed)
2. CSS folder (containing style.css and any other css files need like grid.css)
3. Images folder (containing all the image assets needed for the site)
4. Fonts folder (containing all typography related file)
5. [optional] JS folder (containing any javascript or additional behaviour code)

C. Deployed Website

A text file or PDF that links to the location on the web where you have deployed your code prototype. Links, images, components and responsive scaling should all be functioning properly. This can be hosted on your Github or in a custom domain.

Evaluation Criteria

25%: Part A

- Description of product delivered to client
- Complete wireframe or box/block sketch
- Complete list of contents
- Web site visual reference
- Structure and legibility
- How well it achieves client goals

65%: Part B

- Design translated well into HTML/CSS
- Appropriateness of layout/hierarchy
- Appropriateness of labelling/wording
- Appropriateness of aesthetic/tone*
- Features and functions meet client goals
- Adherence to grid and alignments
- Planned structure translated into HTML/CSS
- Files properly linked and organized
- Correct use of HTML 5 semantic tags
- Proper use of indenting and code commenting
- Quality of typographic legibility and hierarchy
- Quality of embedded media (images, video, animation)
- Quality of hover states
- Responsive code
- Overall quality of execution

10%: Part C

- Functioning (links, buttons, responsive layout)
- Proper use of indenting and code commenting
- Appropriateness of aesthetic/tone*
- Properly organized files/folders
- Quality of mobile size functionality

Final Due Date: December 18th, 2022 by 3:00pm

Files:

- Part A (PDF file format)
- Part B (Zipped folder)
- Part C (Text file or PDF)

Where: Desn340 Google Shared Drive in the “project 4” Folder

*Non-design students will be exempted from criteria based on the visual principles of design. Instead evaluation will be based on consistency and conventions.