CP1406 - 2016 SP2 - Assignment 1
Project Plan & Small Website (Individual Work)

Task:

This assignment involves two parts, to be implemented as Web pages and submitted as described below.

1. **Project Plan**
2. **Small Website**

Your (fictional) client for the assignment has provided a Word document containing a description of their goals and some text content, as well as a number of images and an Excel spreadsheet with more content for the site.

Your task is to turn this into a clear useful **plan** and a small functional **website**.

Project Plan:

Write your **project plan** so that it is a useful working document to guide your development. Carefully consider the description provided by the client to inform your planning.

Complete the plan by editing the **plan.html** template file provided, which contains the following required sections:

Goals

Concisely state what the goal (purpose) of the website is. Note that the mission must be to improve something in a measurable way. To "provide information about something" is not a good mission, since you can't see a measurable improvement. Why is the site needed? How does it benefit the client? Be clear and specific. Good mission statements are usually only a few sentences and contain no unnecessary information.

Success Evaluation

Describe the process(es) by which the site's success will be evaluated. Note that "hits" only counts people (or robots) visiting your website, which says nothing about whether the site has achieved its mission. How do you know that the site does what the client wanted? Measure the mission you stated above.

Target Audience

Describe two things clearly and specifically:

1. the target audience that your site is intended for (be specific; you can't aim for everyone)
2. how you will intentionally design the site to cater to this group (as distinct from another, different target audience).

Site Flowchart

Create a site flowchart to show the hierarchy of pages in the site and their relationships. Each page should be represented by one box.
The order of boxes is the order these links should appear on the site.
If you don't have a preferred drawing program for flowcharts, use www.draw.io.
Save your flowchart as a PNG file (normally the best file format for plain, straight-lined diagrams like this) and insert the image in your plan file under this heading.

plan.html is the template file provided for your documentation, which you must use.
Do not change the file name or the formatting.
Do not edit it in Word - just save it and edit it as an HTML file (in Dreamweaver, PHPStorm, etc.)
Each section has a heading and a spot (...) for its content.
Add your name in the <title> before submitting.
Your plan needs to be uploaded as **plan.html** to the server (do not change the file name).
Your website should not link to the plan.
There is no set word limit for your plan, but be clear, concise and complete. Don't be long...
The lecture on planning will be very helpful in your planning process.

Small Website:

Design and develop a website for the client. Use your project planning (goal, target audience, flowchart) to inform and guide your design.

- Use all of the text content provided by the client, including the spreadsheet data (but not the description about goals that they have provided for you, the developer).
- Use some or all of the images as appropriate. **You may NOT use ANY images other** than what you have been provided with and what you create yourself (but don't take new photos).
  You can edit the images and develop logos, banners, buttons, etc. (e.g. in Photoshop) from scratch or using the provided images as a starting point.
- Edit the text and image content, which comes "as is" from the client, to make it suitable for the website. You are welcome and encouraged to write small amounts of additional text to benefit the site, as appropriate. But don't just make stuff up that might not be true.
- Think about the information architecture (organisation) and decide what content should go on what pages to best achieve the site goals.
- You must develop the site from scratch yourself. You may **NOT** use existing templates or frameworks (including Bootstrap or similar).

Although it is up to you exactly what goes in the site and how/where, you should have at least the following elements:

- HTML Pages - name your home page file **index.html**
- Navigation - links between pages and to the external sites provided (no broken links).
- CSS - you should normally use an external style sheet for most/all styling.
- Images - make appropriate use of the images provided for your site.
  (Consider editing, resizing, cropping, compression, etc.)

Version Control

Use GitHub to store your work as you develop your plan and site. Keep it up to date by committing changes with descriptive commit messages. You will need to use GitHub for your group project, so start practising with this individual assignment.

Submission:

1. Use GitHub and store all of your work there (link to this in your plan).
2. Submit a zip file of your site (not including temporary files/documents) to LearnJCU.
3. Upload both the website (with all required files) and plan.html (with flowchart image file) to the JCU Web server into a folder called **a1** inside your **public_html** folder.

The details for uploading to the server using SFTP are covered in practical 3:
http://ditwebtsv.jcu.edu.au/~sci-lmw1/webdesign/prac03-1-Publishing.html

Important! You absolutely must meet this requirement. If your site is in a folder called A1 or anything other than instructed, we will mark only your plan on LearnJCU, not the website.
If you do not submit the zip file to LearnJCU then you will receive zero marks. Check it!

Marking Rubric:

	Exemplary (4)	Good (3)	Competent (2)	Marginal (1)	Unsatisfactory (0)
Goals (Worth double: 8, 6, 4, 2, 0)	Mission is clear in the first sentence, contains goals for the improvement of the company that are measurable, does not contain unnecessary or vague content		Statement is vague, not clearly measurable, too brief or too long, goals are not to do with the company that would be paying for the site		No discernible mission, nothing measurable, inappropriate length
Success Evaluation	Specifically explains how the mission (improvement) will be measured (quantified)		Does not measure the actual mission or does not use quantifiable metrics		Vague or inappropriate success definition (e.g. hits)
Target Audience	Clearly identifies a specific target group, and specifically describes how the site will be designed to suit that target audience		Audience definition is too broad or too narrow, does not clearly describe site design for the target audience		Audience is vague or inappropriate, does not describe site design for the target audience
Flowchart	Clear layout, shows hierarchy and page/section relationship, correctly shown as one box per page	Exhibits aspects of exemplary (left) and competent (right)	Diagram has mistakes in it (e.g. not every box is a page), inconsistent or incorrect visual language used	Exhibits aspects of competent (left) and unacceptable (right)	Diagram is unhelpful, hierarchy is not represented
GitHub Version Control	Git/GitHub used effectively and the repository contains a number of commits with good messages that demonstrate incremental code development		Aspects of the use of version control are poor, e.g. not many commits, or meaningless messages that don't represent incremental development		GitHub not used at all
Content	All content appears on site		N/A		Missing *any* content from client
Navigation	No broken links, good navigation		One broken link or navigation is inefficient		More than one broken link
CSS	CSS used effectively, external sheet, good names, no styling done with HTML		HTML used for styling, CSS not used well, e.g. not in an external sheet, poorly named classes		No CSS or very minimal
Images	Good use of images, all appear at their correct size		Some images are not well used, and/or resized with HTML, or insufficient use of images (too many text-only pages)		Images not used or are all poorly used
Interface Design	Design is professional, consistent, suitable for site goals and audience		Design is not very suitable for site goals and audience, obvious inconsistencies across different pages		Poor quality, not suitable for site goals and audience
Information Architecture	Content has been thoughtfully organised to be suitable for site goals, calls-to-action are clearly used		Not all content is well-organised, missing clear calls-to-action		Content placement seems illogical
Information Design	Text has been reformatted to be suitable for scanning and for this site's goals, images enhance meaning of text		Some content is well-formatted but not all, contains large blocks of text designed for reading not scanning		Text appears just copied from client content