158.258 Web Development - Individual Assessment
# Assignment 3 - Web Site Development Project

Worth: 25%                                                    Due: Oct 12, 2018

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**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 paper.

The project must be designed and implemented by you. *The use of free or purchased web site templates are not permitted* (e.g. no Dreamweaver, Drupal, WordPress, Blogger, Facebook templates nor those from the textbook's *Case Study* Lab). Work based on a non-original template will not achieve a passing grade.

As part of your planning (detailed on the next page) and included in the submitted report, you should clear describe the intended audience and the purpose of the site.

**Your site MUST have**

- a home page and 6 - 10 content pages, which have a consistent format and include content relevant to your intended audience. Linked images and PDFs are not part of this page count.
- a table, utilizing data effectively

- all formatting done via CSS using an external CSS file containing at least six styles
- don't use the FONT tag, or inline, embedded, physical or logical styles.
- a Google Map (either static or interactive) centred on a city **other than** Palmerston North.

- one or more forms that contains at least four fields including one that is numeric and an email address. These must use the appropriate HTML5 elements.
- When the form submit button is pressed, the form data along with the current timestamp is saved to HTML5 localStorage. You have a page called *collected_data.html* that has buttons that can both **Display Submissions** and **Clear all** collected form submissions.

**Each page must**

- include appropriate page title and meta-tags
- have links **to both HTML & CSS validators**
- include a multimedia element (you are not required to create it, simply include it)
- have an e-mail link (which can be fictitious – you don't need to use personal email address)
- adhere to accessibility guidelines: **http://www.w3.org/WAI/WCAG20/quickref/**
There is a W3C list of accessibility checkers here: **https://www.w3.org/WAI/ER/tools/**

**Your site should not use**

1. *mailto* or handlers (e.g. ASP, CGI scripts that have been used elsewhere in this course.
2. pages based on <FRAME > or < TABLE >
3. < IFRAME > based page

4. pages that contains little or no text or content other than images
5. Spry Widgets from Dreamweaver

# Planning

**Initial Proposal**

You are encouraged (but not required) to request feedback from the class via Stream by posting a
  single page *topic proposal document* covering the following:

1. What is the purpose of the site?
2. What do you want the web site to accomplish?
3. Who is your intended audience?
4. What opportunity, problem, or issue is your site addressing?
5. What type of content might be included in your site?
6. List at least two related or similar sites found on the Internet, and why you chose them as
exemplars.

You are also encouraged to comment and make suggestions on other students' website proposals.

**Planning Analysis**

As you develop the site, you will need to consider all following:

1. **Web Site Goal**

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

2. **What information do I need?**

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

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

   o Describe what information you'll collect and why. Examples of using a
     form might be to offer feedback, provide a survey or poll, offer
     subscriptions to a newsletter, etc.

   4. **A Site Map:** Using whatever tools you like, draw a site-map that shows the hierarchy of
      pages and relationships between the pages. Useful guidelines on sitemaps can be found
**https://support.google.com/webmasters/answer/183668?hl=en**
and here are some sitemap generators
**https://code.google.com/archive/p/sitemap-generators/wikis/SitemapGenerators.wiki**

   5. **A Page Wireframe:** create a wireframe model of a page that clearly shows the logo,
      navigation, content, and footer areas.
You have using any tool you like including these:
**https://gomockingbird.com/home**
or **http://mashable.com/2010/07/15/wireframing-tools/#sjCAYZUWwZqy**

# Contents of the Final Report

Along with your name and ID, include the URL of your site and when discussing the sections outlined below (when appropriate) include screenshots of from your published website.

**The report need not be long, but should include the following:**

### Introduction

1. who is your intended audience?
2. what is the purpose of the site - what do you want it to accomplish?
3. what opportunity, problem, or issue is your site addressing?
4. list at least two related or similar sites found on the Internet.
- why you chose them?

**Analysis:**

• include the five sections from the *Planning Analysis* on the previous page.

**A critique of the site:**

• what do you think is good?

• given more time, what would you improve?

**Appendix:**

• include all the JavaScript code and the related HTML.

# What to submit

Your site should be available online at

**`http://seat-webdev.massey.ac.nz/YourIDNo`**

for which you should have received email credentials.
If not, ask Mario Codeniera <M.Codeniera@massey.ac.nz>.

**Submit via Stream**

1. your Final Report – include the URL for your website in the report.
2. a ZIP archive that contains all the code on your website.

**FINALLY:** when submitting, add a *Submission Comment* in Stream with the URL of your site.

# Marking Scheme

Your submitted work will be assessed primarily on following criteria. Total marks: 100.

| | **Good**<br>**5** | **Average**<br>**2.5** | **Needs Improvement**<br>**1.25** |
|---|---|---|---|
| **Publish to the Web** | The site is available online and provides content of value to target audience. | Published but required pages only partially provide content of value the target audience. | Not Published or many required pages do not provide content of value to target audience. |
| **Purpose** | Clearly stated | Unclear | Missing |
| **Target Audience** | Demographics clearly described (age, gender, education, socio-economic) | Generally described adequately | Missing |
| **Visual Appeal** | Use of colour, contrast, text, graphics is appealing to target audience | Appealing to target audience in all but one area. | Not appealing to target audience in more than one area |
| **Navigation** | Easy to use, consistent | Inconsistent/difficult to use | Missing |
| **Accessibility** | W3C Guidelines followed | Two or fewer instances where W3C guidelines are not followed | Three or more instances where W3C guidelines are not followed |
| **Page Titles/ Logo Area** | -- | Descriptive and include the site/company name | Missing or do not include the site/company name |
| **Table** | -- | Correct syntax | Missing or incorrect syntax |
| **Graphics** | -- | Correct syntax | Missing or incorrect syntax |
| **Animated Image** | -- | Correct syntax | Missing or incorrect syntax |
| **E-mail Link** | -- | Correct syntax | Missing or incorrect syntax |
| **Outside Link** | -- | Correct syntax | Missing or incorrect syntax |
| **Meta tag** | Correct syntax (description meta tags), excellent selection of keywords and meaningful description | Correct syntax (description meta tags), adequate selection of keywords and description | Missing or incorrect syntax |
| **Form Coding** | Correct syntax, meaningful form element names | Correct syntax | Missing |
| **Form and Local Storage functionality** | Form data is saved to local storage & can be viewed at a later time | Form information not processed correctly | Form not configured for processing |
| **HTML Validation** | Required number of pages pass | Less than the required number of pages pass | No pages pass |
| **CSS Validation** | External CSS file is present and passes validation | External CSS file is present but does not pass validation | External CSS file is not present or does not pass validation |
| **Google Map included** | | | |
| **Javascript - code structure & clarity** | | | |
| **THE REPORT** | | | |