

Web Page Development

Web Project

Design, develop, and publish a web site using recommended design practices.

Your web site will contain a home page and at least six (but no more than ten) content pages. Create an external style sheet (.css file) that configures text, color, and page layout. (No font tags, embedded CSS, or inline CSS may be used.)

Plan for the monitor through which the site will be projected during presentation: **1024 x 768 px**. In Windows 7, Start-->Control Panel-->Appearance & Personalization-->Adjust screen resolution.

Required components of the pages include:

- Start file named **index.html**
- Appropriate meta tags (pp. 536-537)
- Association with external style sheet (.css file)
- Consistent banner logo area
- Consistent main navigation
- Images organized in subfolder(s)
- Text—**your own writing** except short quotations with credit given to the original source
- One e-mail hyperlink
- One external hyperlink
- One page displaying a table (Chapter 8, p. 355)
- One page containing a form with at least three elements (Chapter 9, p. 383)
- One Bonus Feature: Flash swf, YouTube video, CSS image gallery, CSS Transition, JavaScript, applet, drop-down menus, etc. (Chapter 11, p.457)

Each page must display properly in Google Chrome, Mozilla Firefox, AND Internet Explorer.

Your web site project will be evaluated on the following criteria:

- Project Milestones (on back of this page)
- Required web page elements (listed above)
- Recommended web site design practices (last page of this handout)
- Visual appeal of site to target audience
- Accomplishment of project's objectives

Final Project /100 possible

	Outstanding 5 points	Average 2-4 points	Needs Improvement 0-1 points
Publish to the Web	Required pages are published to the Web and provide 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
Visual Appeal	Use of color, contrast, text, and 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 or difficult to use	Missing
Layout	Good balance of text/graphics with adequate white space	Inconsistent balance of text/graphics and white space	Poor balance of text/graphics and inadequate space to separate objects on the page
Page Titles/ Logo Area	Descriptive and include the site/company name	Incomplete site/company name	Missing
Spelling & Grammar	No more than 2 errors	Between 3 and 8 errors	More than 8 errors
Table	Correct syntax	Present but incorrect syntax	Missing
Graphics	Correct syntax	Present but incorrect syntax	Missing
Bonus Feature	Correct syntax	Present but incorrect syntax	Missing
E-mail Link	Correct syntax	Present but incorrect syntax	Missing

	Outstanding 5 points	Average 2-4 points	Needs Improvement 0-1 points
Outside Link	Correct syntax	Present but incorrect syntax	Missing
Description Meta Tags	Correct syntax, excellent selection of keywords and meaningful description	Correct syntax, adequate selection of keywords and description	Missing or incorrect syntax
Form Coding	Correct syntax, meaningful form element names	Incorrect syntax	Missing
Form Processing	Form invokes server-side processing (pacific.php) to send and verify all input	Form information not processed correctly	Form not configured for processing
HTML Validation	All pages pass	Some 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
Presentation: Organization	Presentation is coherent and organized	Presentation could be more organized	Presentation is not well organized
Presentation: Purpose & Design	Clearly and completely described purpose and design issues (color, layout, etc.) of the pages	Description of purpose and design issues could have been more complete	Description of purpose and design issues was missing or the student read pages aloud word-for-word
Presentation: Challenges & Gain	Clearly and completely discussed challenges encountered and gain from project	Incompletely or unclearly described challenges encountered and gain from project	Did not discuss challenges encountered and gain from project