

Assignment 1

Building Static Business Website (Practical Group Task)

Case Studies:

Each group will work on one of the given case studies as assigned by the instructor.

Description:

In this assignment, students will build a functional, static website for their assigned business based on the provided case study. This will involve applying their knowledge of HTML structure, static content, semantic tags, images, tables, and basic navigation. The assignment is structured to assess both technical proficiency and design sensibility.

Assignment Tasks:

Question 1: Create a Basic HTML Structure (30 Marks)

- Build the foundational structure for the website based on the assigned case study.
- The website should have at least 3 pages:
 - Home
 - About
 - Services/Products.
- Navigation:
 - Include a global navigation bar that links all pages together.
 - Add a footer with business information and links to social media.
- *Ensure that all pages follow a consistent layout and are responsive to screen sizes.*

Question 2: Add Static Content and Semantic Tags (30 Marks)

- Populate your website with relevant static content from the case study (e.g., services, customer testimonials, business descriptions).
- Use HTML5 semantic tags such as <header>, <article>, <section>, and <footer> to create a well-structured and organized page layout.

Additional Tasks:

- Add at least one table to display product pricing, service details, or event schedules (relevant to the case study).
- Include images relevant to the business (product photos, gallery items, etc.), using proper image formatting and alt text for accessibility.

Question 3: Enhance the Website with Links and Basic Forms (20 Marks)

- Add internal links within the website to navigate between different sections/pages.
- Include external links to any relevant external sources (e.g., social media pages, related businesses).
- Contact Form: Create a basic contact form on the “Contact Us” page where users can submit their name, email, and message (this form doesn’t need to be functional, but should have correct HTML structure).

Question 4: Implement Simple CSS for Styling (20 Marks)

- Add an external CSS file to style your website. Ensure the website has:
 - A consistent color scheme that matches the business's theme.
 - Proper typography (set font size, family, and line height).
 - Basic styling for buttons, navigation, and images (e.g., hover effects, spacing).

Bonus: Include a simple responsive layout using media queries to ensure the site looks good on mobile devices.

***Extra Task for Groups with 4 Members (20 Marks)**

Question 5: Create an Additional Page for Blog or News Updates (20 Marks)

- Design an additional page for the website based on the business's case study, such as a Blog or News Updates page.
- The page should include:
 - A list of at least three blog posts or news articles related to the business.
 - Each post/article should have a title, date, author, and short description.
 - Include internal links within each post that link back to other relevant pages of the website (e.g., services or products).
 - Proper HTML structure and semantic tags should be used to format the page.

Bonus: Add a comments section where users can input their name and comment (doesn't need to be functional, but must be correctly structured).

Mapping to CLOs:

- CLO 1 (Describe web concepts): Demonstrated by Question 1, testing the student's understanding of creating a basic HTML structure.
- CLO 3 (Build static websites): Demonstrated by Questions 2, 3, and 4, which focus on building a functional and aesthetically pleasing website with static content, navigation, and basic styling.

Submission Guidelines:

- Ensure that all pages are properly linked and navigate smoothly.
- Make sure to add name/roll nos. of all group members in a separate document (word file).
- Zip your assignment folder and name it: Assignment_1_GroupNumber.zip.
- Submit via the LMS by the given deadline.
- Only one submission per group is required.

Marking Rubrics (Total Marks: 100)

Sr. No	Criteria	Excellent (10)	Good (8)	Satisfactory (6)	Needs Improvement (4)	Marks
1	HTML Structure and Syntax	Proper structure and syntax; clean code with no errors.	Good structure; minor syntax errors.	Acceptable structure; several syntax issues.	Poor structure and multiple syntax issues.	10
2	Use of Semantic Tags	Correct and comprehensive use of HTML5 semantic tags.	Good use of semantic tags; some elements missing.	Basic use of semantic tags with several missing.	Little to no use of semantic tags.	10
3	Static Content (Text, Images)	High-quality, well-structured content relevant to the case study.	Good content with mostly relevant sections.	Adequate content; some irrelevant sections.	Limited or irrelevant content.	10
4	Navigation	Intuitive, clear navigation between pages; all links functional.	Functional navigation; some design refinement needed.	Basic navigation; some links missing or broken.	Poor navigation; many broken links.	10
5	Table and Image Usage	Properly formatted table and images, enhancing usability.	Table and images present; minor formatting issues.	Table or images present but with formatting errors.	Missing table or improper image formatting.	10
6	Contact Form	Well-structured form with all required fields and proper syntax.	Form with most fields; some syntax errors.	Basic form; some fields missing or improperly formatted.	Form missing fields or incorrect structure.	10
7	CSS Styling	Consistent, clean styling with proper typography and layout.	Good styling with some inconsistencies.	Basic styling with several issues.	Poor styling; little attention to design.	10
8	Responsive Design	Website is fully responsive with proper mobile layout.	Website is mostly responsive; minor issues.	Website works on desktop but has major mobile issues.	Website is not responsive.	10
9	Consistency and Overall Presentation	Website has a professional, consistent layout with high visual appeal.	Good overall layout; some inconsistencies in design.	Basic layout with several inconsistencies.	Poor presentation; lack of consistency.	10
10	Use of Internal and External Links	Effective use of internal/external links; all links work correctly.	Good use of links; some minor issues.	Links present, but several are broken.	No internal/external links or many broken links.	10

Marking Rubric for Extra Task (Marks: 20):

Criteria	Excellent (10)	Good (8)	Satisfactory (6)	Needs Improvement (4)	Marks
Blog/News Structure	Well-structured page with 3 or more posts and clear formatting.	Good structure; some minor issues.	Page structure is basic; some elements missing.	Poor structure; several key elements missing.	10
Internal Linking	Effective use of internal links in each post.	Good use of links; some missing.	Links are present but not well-used.	Little to no internal linking.	5
Comments Section Structure	Well-structured, non-functional comments section.	Functional structure, but some issues.	Basic form; lacks structure.	Missing comments section or incorrectly structured.	5

Good Luck (☺)