PROJECT 1
The Automoblox® Redesign

DESCRIPTION

On your own, design and develop a small web site that features at least five (5) pages each featuring one of the Automoblox® wooden car kits. The site must feature CSS-based layout and typographic techniques covered in class.

INSTRUCTIONS

1. Download the Automoblox® images from Blackboard (the .PSD files and a complete set of web-optimized thumbnails and full-size images are included).
2. Structure a complete microsite using XHTML 1.0 Strict or HTML5 that features at least five (5) of the Automoblox® wooden car kits (you may feature more if you wish).
3. Design and implement an effective and appropriate navigation scheme.
4. Incorporate the Automoblox® logo, supported by a suitable colour scheme and appropriate font-family choices for the copy.
5. Use CSS techniques to arrange either a multi-column or grid-based layout for the page templates.
6. Base your pages on a current popular template to cover CSS normalization and/or reset, and to address graceful degradation and progressive enhancement (such as HTML5 Boilerplate).
7. Incorporate suitable images, headings and copy (text blocks may be greeked).
8. Post the site on a public webserver.

TAKE IT FURTHER

1. Maybe try some other less-common HTML elements to describe or markup your content like a definition list, a section, hgroup, time or other suitable choice–think about the *content*.
2. Base your page templates on HTML5 Boilerplate.
3. Attempt a grid-based layout with your CSS.
4. Address any IE issues using conditional comments to serve up an IE-specific set of CSS rules.
5. Try some web fonts with @font-face instead of sticking with web-safe choices.
6. Anything else you can think of to make the page more fun.

Image credit: Automoblox

SUBMITTING YOUR WORK

Upload the HTML, CSS and any media files to your account on webdesign4.georgianc.on.ca or a public webserver and then post a link to the document in the assignment on Blackboard. Please also upload a .zip archive that includes your HTML file, your CSS file and any media files.

EVALUATION

You will be graded on *how well* you followed the *assignment instructions* from both a *technical* and a *creative* perspective as spelled out in the assessment rubric below. This project is weighted **20%** of your total mark for this course.

Criteria	Mark (/5)
TECHNICAL EVALUATION	
A valid XHTML 1.0 Strict or HTML5 DTD is used and elements are selected based on their purpose, rather than how they might appear (good document semantics).	
The microsite has made effective use of a popular template to cover CSS normalization or reset, and to address graceful degradation and progressive enhancement.	
CSS floats, positioning or a grid layout framework is effectively employed to achieve an appropriate multi-column or grid-based page layout.	
Images used either as content or as part of the branding and user-interface are optimized, with appropriate alt attributes (if applicable).	
Simple, clear global (and possibly local) navigation is incorporated into the page/interface layout.	
HTML, CSS and any JavaScript is visually well-formatted and commented.	
Other technical features of the micro-site have been employed in an innovative way.	
CREATIVE EVALUATION	
The page layout(s) suits the content and helps the eye move effectively through the document. The design has been crafted to serve the content.	
An attractive and suitable colour scheme is used that supports the brand and the product imagery.	
Fonts and type are carefully arranged to complement the images and to present the textual content in an attractive manner.	
Care has been taken to ensure that the layout(s) are balanced, with adequate white space. Each page has a clear primary, secondary, and possibly tertiary, focal point and is well visually balanced.	
There are other creative aspects that have been employed to help support the brand and produce an effective user experience.	

Criteria	Mark (/5)
Total	/60

HELPFUL RESOURCES

The below links may be of assistance to you during the execution of this assignment.
- CSS image replacement techniques: http://css-tricks.com/css-image-replacement/
- "New structural elements in HTML5" BY CHRIS MILLS, BRUCE LAWSON · 21 DEC, 2010 http://dev.opera.com/articles/view/new-structural-elements-in- html5/
- Grid design basics: Grids for Web page layouts: http://dev.opera.com/articles/view/grid-design-basics-grids-for- web-page-l/
- Simple 2 column CSS layout: http://www.456bereastreet.com/lab/developing_with_web_standards/csslayout/2-col/