

Fall 2020

CIS 1151 Web Site Project

Web Site Project

Purpose: To design, develop, and publish (optional) 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. You are required to 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.)

It is **not** a requirement to publish your project to the Internet but you can if you choose. The content pages will include at least:

- One page containing a form with at least three elements
(you will use a supplied script to place form content in an e-mail message or text file)
- Appropriate meta tags
- One page utilizing tables effectively
- One animated image
- One e-mail hyperlink
- One external hyperlink
- Consistent banner logo area
- Consistent main navigation
- Association with external style sheet (.css file)

BOTH Mozilla Firefox or Chrome and Internet Explorer must render each page.

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

- **Project Milestones**
- **Including all required web page elements**
- **Visual appeal of site to target audience**
- **Accomplishment of project's objectives**

Evaluations

- Project Milestones
- Including all require web page elements
- Visual appeal of site to target audience
- Accomplishment of project's objectives

Project Milestones

1. **Web Site Topic Approval:** The topic of your web site must be approved by your instructor. Using a word processor, prepare a one-page written discussion of the following:

- What is the purpose of the site?
- What do you want the web site to accomplish?
- Who is your intended audience?
- What opportunity, problem, or issue is your site addressing?
- What type of content might be included in your site?
- List at least two related or similar sites found on the Web.

Your instructor must approve your topic before you may begin to work on the next phase.

2. **Planning Analysis Sheet:** Using a word processor, write a Planning Analysis Sheet that includes the following headings:

- Web Site Goal
- Describe the goal of your web site in one or two sentences.
- What results do I want to see?
- List the working title of each page on your web.
- What information do I need?

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

3. **Site Map:** Using a word processor, PowerPoint, or ruler and pencil, draw a flowchart (storyboard) of your web site that shows the hierarchy of pages and relationships between the pages.

4. **Project Update:** You should have at least three (3) pages of your site completed by this time. Bring the following items to discuss with and hand in to your instructor.

- The domain name or URL of your web site (if you choose to publish it)
- The source files of your web pages and images, in the supporting folders
- A sketch of your page(s) that will utilize a table.
- Your Site Flowchart (revise as needed).

5. **Project Update 2:** You should have at least six pages (6) of your site completed by this time. They should be published to your web site on the Internet, or zipped up and submitted to Canvas. Please write-up the following in Canvas (if applicable):

- The domain name or URL of your web site (if you choose to publish it)
- A sketch of your form
- Your Site Flowchart (revise as needed).

6. **Publish & Discuss Project:** Finish your project to your web site. Be prepared to show your web site to the class, explaining the purpose behind each page / group of pages.

Milestone	Points
Project Topic Approval	5
Planning Analysis	10
Site Map	10
Project Update 1	20
Project Update 2	20
Final Project	25
Total	100

Project Topic Approval Rubric

	Outstanding 1 point	Developing ½ point	Needs Improvement 0 points	Score
Website Name and Purpose	Clearly stated	Unclear	Missing	
Intended Audience	Clearly described in terms of age, gender, interests, and socio-economic criteria.	Unclear or missing criteria	Missing or does not relate to the website purpose	
Content	The type of text, graphics, and media needed for the website are clearly described.	Unclear or missing criteria	Missing or does not relate to the website purpose	
Related or Similar websites	Listed two URLs of related/similar websites	Listed one URL of a related/similar website	Less than two URLs listed or the websites are not related/similar	
Mechanics	Well organized, complete sentences, correct grammar and spelling.	Complete sentences, disorganized, less than three grammar/spelling errors.	Incomplete sentences, three or more grammar/spelling errors.	

Planning Analysis Rubric

	Outstanding 2	Developing 1	Needs Improvement 0	Score
Website Name and Goal	Clearly stated	Unclear	Missing	
Page Titles	Lists the title of each page (between seven and eleven titles)	Lists more than four but less than seven titles	Lists less than five titles are listed.	
Form	The use of a form in an appropriate manner is clearly described.	Unclear or inappropriate form use	Missing	
Obtain Content	Lists at least four sources of content (facts, text, graphics, media)	Lists at least two sources of content	Lists less than two sources of content	
Mechanics	Well organized, complete sentences, correct grammar and spelling.	Complete sentences, disorganized, less than three grammar/spelling errors	Incomplete sentences, three or more grammar/spelling errors	

Site Map Rubric

	Outstanding 4-6 points	Developing 2-3	Needs Improvement 0-2	Score
Site Organization	The site is organized in an appropriate and usable manner.	Only one area of the site organization needs to be modified to result in a usable product.	Two or more areas of the site organization need to be modified.	
Web Pages	Lists each web page (between 7 and 11 pages)	Lists more than four but less than seven pages	Lists less than five pages	
Mechanics	--	Clearly labeled, readable	Unclear or not readable	

Project Update 1 Rubric

	Very Good 4-5	Developing 2-3	Needs Improvement 0-2	Score
Page 1	Page demonstrates web design best practices, contains content of value to the target audience, and is published to the Web.	Page is published to the Web but does not follow one or more web design best practices and/or content needs some improvement.	Pages are not published to the Web or more than three web design best practices are not followed or content is not of value to the target audience.	
Page 2	Page demonstrates web design best practices, contains content of value to the target audience, and is published to the Web.	Page is published to the Web but does not follow one or more web design best practices and/or content needs some improvement.	Pages are not published to the Web or more than three web design best practices are not followed or content is not of value to the target audience.	
Page 3	Page demonstrates web design best practices, contains content of value to the target audience, and is published to the Web.	Page is published to the Web but does not follow one or more web design best practices and/or content needs some improvement.	Pages are not published to the Web or more than three web design best practices are not followed or content is not of value to the target audience.	
XHTML Validation		Each page passes XHTML validation	No page passes	
CSS		External CSS file is	External CSS file is not	

Validation		present and passes validation	present or does not pass validation	
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Project Update 2

	Very Good 3	Developing 1-2	Needs Improvement 0-1	Score
Page 1	Page demonstrates web design best practices, contains content of value to the target audience, and is published to the Web.	Page is published to the Web but does not follow one or more web design best practices and/or content needs some improvement.	Pages are not published to the Web or more than three web design best practices are not followed or content is not of value to the target audience.	
Page 2	Page demonstrates web design best practices, contains content of value to the target audience, and is published to the Web.	Page is published to the Web but does not follow one or more web design best practices and/or content needs some improvement.	Pages are not published to the Web or more than three web design best practices are not followed or content is not of value to the target audience.	
Page 3	Page demonstrates web design best practices, contains content of value to the target audience, and is published to the Web.	Page is published to the Web but does not follow one or more web design best practices and/or content needs some improvement.	Pages are not published to the Web or more than three web design best practices are not followed or content is not of value to the target audience.	
Page 4	Page demonstrates web design best practices, contains content of value to the target audience, and is published to the Web.	Page is published to the Web but does not follow one or more web design best practices and/or content needs some improvement.	Pages are not published to the Web or more than three web design best practices are not followed or content is not of value to the target audience.	
Page 5	Page demonstrates web design best practices, contains content of value to the target audience, and is published to the Web.	Page is published to the Web but does not follow one or more web design best practices and/or content needs some improvement.	Pages are not published to the Web or more than three web design best practices are not followed or content is not of value to the target audience.	
Page 6	Page demonstrates web design best practices, contains content of value to the target audience, and is published to	Page is published to the Web but does not follow one or more web design best practices and/or content needs some	Pages are not published to the Web or more than three web design best practices are not followed or content is	

	the Web.	improvement.	not of value to the target audience.	
XHTML Validation		Each page passes XHTML validation	No page passes	
CSS Validation		External CSS file is present and passes validation	External CSS file is not present or does not pass validation	

Final Project Rubric

	Outstanding 5	Average 2.5	Needs Improvement 0
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
Target Audience	Demographics clearly described (age, gender, education, socio-economic)	Generally described adequately	Missing
Visual Appeal	Use of color, 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
Class Presentation: Organization	Presentation is coherent and organized	Presentation could be more organized	Presentation is not well organized
Class 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 or more clear..	Description of purpose and design issues was missing or the student read pages aloud word-for-word.
Class Presentation: Project Challenges	Clearly and completely discussed challenges encountered and overcome	Incompletely or unclearly described challenges encountered and overcome	Did not discuss challenges encountered and overcome
Class Presentation: Participation	The student was actively engaged during the discussion of each project — noted web design best practices, suggested areas for improvement, and/or asked pertinent questions.	--	The student did not attend class or was not actively engaged during the discussion of each project.
Navigation	Easy to use, consistent	Inconsistent or 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 Processing	Form invokes server-side processing to send information in e-mail	Form information not processed correctly	Form not configured for processing
XHTML 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