Assignment 2 - Web Site Development Project

Worth: *25%,* **Due**: *See Stream Deadline*

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 course.

You will choose the topic of the website. 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 the web site** (detailed on the next page) and included in the submitted report, you should clearly describe the intended audience and the purpose of the site.

As part of **publishing the website** at the end, the site must be live and publicly available and there must be a **video presentation** recording in which you introduce the web site and explain the relevant design aspects of it. The link to the video presentation must also be included in your submission via Stream.

Your project code will be compared to all projects submitted in previous years to check for plagiarism of the code.

Your site MUST have

❏ a home page and 4 - 7 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 inline, embedded, physical or logical styles.

❏ a Google Map,or other generated map, (either static or interactive) centred on any city **other than** your current city.

❏ 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. page layouts based on <frame> or <table> elements (use CSS only for page layouts)
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

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.

Planning Analysis

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

1. **Web Site Goal**

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

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

❏ 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 will be provided on Stream.

5. **A Page Wireframe:** create a wireframe model of a page that clearly shows the logo, navigation, content, and footer areas. Use 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:

❏ who is your intended audience?
❏ what is the purpose of the site - what do you want it to accomplish?
❏ what opportunity, problem, or issue is your site addressing?
❏ 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:

❏ Only include the JavaScript code and the related HTML **for key sections of your website** in the appendix. Remember you need to submit all your code in a zip archive on Stream.

What to submit

Submit Live Website

Your Web site should be available live/online at

> `https://sfs-webdev.massey.ac.nz/`**`YourSitePath`**

for which you should have received email credentials. If not then please do email me.

Submit via Stream

1. Your **Final Report** – include the <u>two URLs</u> for BOTH your **website** and **video presentation** in the report (upload your video to a website like BiliBili, Vimeo, or Youtube)
2. a **ZIP archive** that contains all the code of your website

FINALLY: when submitting, add a *Submission Comment* in Stream with the URLs of your site and your video presentation. Your report must also have these same URLs.

Marking Scheme (100 marks)

Your submitted work will be assessed primarily on the following criteria.

	Good 5	Average 2.5	Needs Improvement 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 (not centred on Palmerston North)			
Javascript - code structure & clarity			
THE REPORT			