

Final Project (Chapter 25, Interact)

Due date

Wednesday, December 15 by 5pm: post link on blog to completed site

Thursday, December 16 at 10:30am: Turn in all project materials (process book, CD with site files)

Overview

You will create a small website of several pages that demonstrates the principles and practices of web-standards-based web design that you've learned throughout the semester. This project will give you hands-on practice with planning, building and deploying a complete, working site that exemplifies best practices in web design.

Requirements (see p. 45I, Interact for more details)

- A home page that clearly defines the site purpose in content and appearance
- Four to five pages of content/material beyond the home page
- Clear, consistent navigation
- Semantic use of the HTML elements that we learned in class this semester
- A form (just the html; doesn't have to be a functioning form, since we didn't cover form scripts)
- Proper use of div and span elements, ids and classes within the html to support styles created in your stylesheet
- Presentation rules in an external stylesheet that includes rules for layout, colors, background-images, link appearance, etc; follow the best practices that we covered in class this semester

Notes—HTML and CSS

Head

- Make sure that you're using a doctype on all your html pages. You can either use HTML 4.01 Strict or XHTML 1.0 Strict.
- Make sure every page has a title.
- Make sure to include meta elements (keywords, descriptions, etc. for each page.)

Pages

- You should have a clear and consistent header, footer and navigation area on every page.
- Make sure your design is consistent across all the pages of the site, so the site appears as a cohesive whole.
- Include at least one ordered and one unordered list, at least one table, at least one form, make working links, add images, write paragraphs and headings, and style it all with a linked external CSS file.
- Remember the tips we learned about web writing when putting together your site content.

Images

- Make sure that all your images are optimized for the web.
- Be sure to credit your image (and content) sources.
- Use alt text on all applicable images.

Extra credit

Successfully use a CSS grid such as Blueprint CSS (<http://www.blueprintcss.org>) or the 960 grid system (<http://960.gs>) for your site layout.

Process book

For your final project, you will create a complete process book. The final binder will be due on 12/16 at 10:30am, along with a **CD of your site files**. Here's what to include:

Initial research

- A copy of the assignment
- Printouts/photocopies of your research, including a 1-page list of content sources/links
- A 1-2 paragraph target audience description

Content and information architecture

- Site diagram—architectural blueprint of the site; a map of the site structure and major pages/subpages
- Page description diagrams—written description of top-level pages that specifies what content/functionality belongs on the page and the priority of each content/functionality chunk (p.103, Interact)
- Wireframes—simple layout of a web page that is free of any visual design elements (p.104, Interact)

Design

- Moodboard—a collage of images, textures, colors and visual elements that capture the type of visual mood you are trying to convey with your site
- Thumbnails and sketches—preliminary, hand-drawn sketches of various design elements on your site (everything from the site logo to icons to the site structure/layout)
- Typography specimens—examples/samples of typefaces you thought about using on your site; include a full specimen of the typeface(s) you decide to use
- Textures/images—examples/samples of the images and textures you considered using on your site; include printouts of each image and texture you decide to use, and make sure to include the link to the original source (this will be helpful later when you need to credit your sources)
- Color palette—a list of swatches that make up the primary color scheme of your site; be sure to include both RGB and hexadecimal values for each color

Final

- A printout of the final html code for each page of your site
- A printout of the final css code for each stylesheet (could be one or multiple, depending how you set up the site)
- Screenshots of how each page looks in Firefox
- A printout of the w3c validation success screen (for each stylesheet and each html page)

Final Project Proposal

The final project proposal is a 1-page overview of your final project website, and is due at the beginning of class on **Thursday, November 18**. The proposal should include the following information:

■ Your name

■ Date/Semester/Class

■ Project name

■ Project tagline

I encourage you to think of a catchy tagline that encapsulates what the site is about.

■ Project description

A 1-2 sentence description of the site content/what the site is about.

■ Typical site visitor description

Write around a paragraph describing how often your typical visitor is online, and what they generally use the web for. Give basic demographics: age, occupation, income level, technology habits. Use as much detail as possible in profiling your target user. Profile more than one type if appropriate.

■ Primary site action

What is the primary "action" the site visitor should take when coming to your site? I.e. make a purchase, become a member, search for information.

■ Site attributes

Use a few adjectives to describe how your site visitor should perceive the site. Examples include prestigious, friendly, corporate, fun, forward thinking, innovative, and cutting edge.

■ Competition/Inspiration

List the URLs of any related sites you find compelling. What specifically do you like about these sites?