

ALL PROJECTS: will be reviewed before they are due; this will give you the opportunity to correct the design and/or code before the final due date. Each page will have a due date in which you will need to have the work online before the start of class. This will give me a opportunity to review your design and code with you in class. If the work is not online or it is online and you are absent you will not receive the grade.

You should expect to have to design and redesign and redesign the site until you have an acceptable design.

CODE: During the course I will go through your code and give you written feedback. If there is not a check mark next to an item/element or there is an "x" next to the element you will either need to make a correction or you have not yet included this element and will need to do so before the final web site is due.

Although students are expected to work outside of class they will not receive a grade for a project if they have not shown that they are working on their websites in class.

READ THIS PACKET THOROUGHLY YOUR GRADES WILL BE BASED ON THE REQUIREMENTS LISTED

GWD131

Requirements

Make sure that your server is organized correctly see your server space below. Each web site needs to have its own folder,(for this class you only need GWD131 others will be added later,

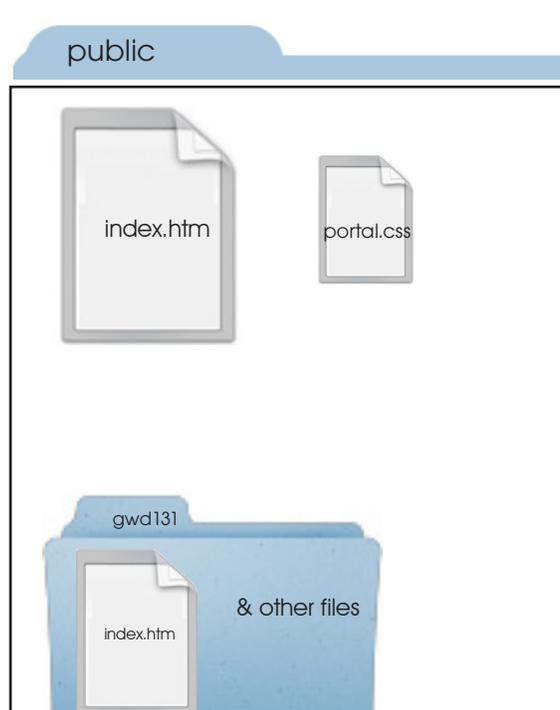
The first file for every web site must be named index.htm - all lower case

For this class we will create a temporary portal page

The portal page (named: index.htm) seats directly in the folder/directory public. it needs to link to GWD131 and other work will be added in later classes.

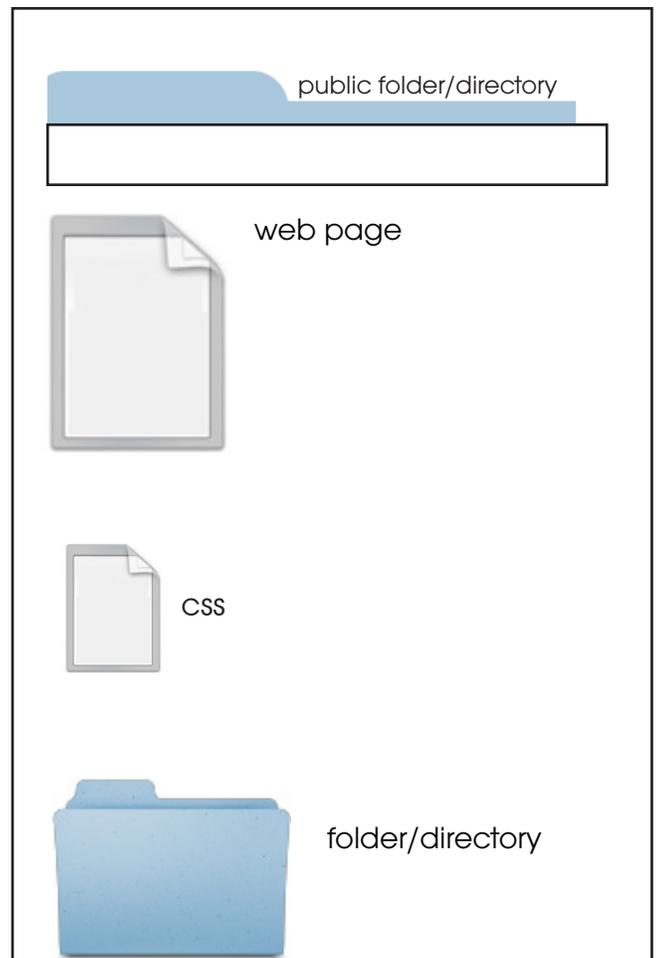
Your Server

Explanation of Legend



When you enter your server space from your school account you will see the folder/directory public this is your root directory/folder. Place all files and new folders into public.

When you FTP into the server the folder/directory public will automatically open and you will be inside the public folder.



PORTAL PAGE - TEMPORARY

IMPORTANCE OF THE PORTAL PAGE

Your portal page is used by the Department Director and faculty to review your work at any given time during the quarter and during reviews.

In this class we will create a temporary portal page which will be properly designed in GWD232, Although you do not have to create a completely finished design there are still some requirements that you need to meet.

Requirements

Create a web page that includes:

HEAD

Title: Your Name plus Portfolio

Meta Tags: Keywords
Description
Author

For Older Browsers: `<!--[if lt IE 9]>`
`<script src="adjustForIE.js" type="text/javascript"></script>`
`</script>`
`<![endif]-->`

You will be given the script: adjustForIE.js

BODY

All content should have the Jello layout (centered within the window use a wrapper)

Include : your name - top of page
email address - top of page
Portfolio - top of page
The Class Number
PROJECT: Name of your site and link to temporary page for this quarter
site
PROCESS: A link to the process will be added later
VALIDATION: A link to the validation will be added later
Headings: h1 and h2

FILE NAME index.htm

SEE PAGE 1 FOR SERVER SET-UP

The process covers: the proposal, the copy, and the mood board

Each section of the process has its own due date which requires that the information be online in pdf format. Once all sections have been completed they should be combined into one pdf and placed online. For due dates see separate grade sheet.

PROPOSAL

Artist - The name of your artist
Site Name - The name of the website
Purpose - The purpose of your web site . Keep this short
- List your pages by title and what you will include on each page
- The exact wording of the text for the first page and any quotes that will be used on that page

Audience/user - Be specific
- Your final web site will be critiqued with your audience in mind

Perception/Tone: - One or two words that describe the tone of the site and the perception the user will have of the site
Examples: somber, fun, exciting, surprising (do not use informative or user-friendly etc these are a given)
In your final presentation you will need to explain how you achieved the perception/tone in your site

COPY & META TAGS

Copy - All text that will be used on the site. Text can be taken from the artist's site (url supplied in class) or wikipedia. Text CANNOT be taken from any other site. You can work with a writer if you wish.

Meta Tags The meta tags for the keywords and description should deal only with the topic of your site they should not include your name, the class or the school

Description: - At least 15 words
Keywords: - at least 15 words
Author: - Your Name

Credits - Credits for all copy listed

MOODBOARD

The mood board is a collage of elements that you intend to use within your site and should relate to your perception / tone

Include: - The title of you site in the font that you intend to use
- Your headings at least h1 and h2. Name them title and sub-titles.
- Your color palette
- At least two of the images that you will use
- Any icons that you will use (you cannot use any from an outside source)
- Any other design elements (you cannot use any from an outside source)

CREDITS

- Include MLA Credits in the process
- Site <cite> under text and include text and images on credits page

REQUIREMENTS

THIS SITE WILL NOT BE GRADED UNLESS

- The site works correctly from a server on The Internet
- The first page is index.htm
- All styles are controlled by an attached CSS (absolutely no styles on page)
- validation for all pages in one pdf, 508 all alt & correct headings
- Must include: header, nav, section, figure, figcaption, & headings
- Must include javaScript for IE and display block for all elements for older browsers. (javaScript will be provided)

PROGRESS

- Although you are expected to work on this project outside of class you are expected to show progress on a weekly basis during the scheduled lab class. The grade for this project will also reflect progress and experimentation made during scheduled classes.

CODE

- Must include appropriate comments (html and css)

INTERACTIVE

- Navigation elements (menus, links) are clear and obvious.
- Main nav must appear on all pages.
- All links must have CSS styles
- All links within the site need to be relative.
- Include anchors and links to those anchors.
- Include at least one absolute link to a page on another site
- Include an e-mail link

VISUAL DESIGN

- Design for the standard Viewport width
- Needs to exhibit an understanding of the Principles of Design
- No drop shadows or gradients
- Design needs to be appropriate for your intended audience and your particular artist.
- Title/logo and menu must be consistent from page to page in style and colors.
- Copy needs to be short paragraphs with titles and subtitles (at least h1 and h2)
- Any text 20px or smaller must be sans serif
- Legibility: typeface styles and color support smooth and easy reading
- All images need to be good quality. Do not change size on page by changing the size in the code.
- All text including menus must be html generated
- Text needs to be formatted correctly around images
- Use margins to prevent text from hitting the edge of a cell and image
- Use padding for breathing space
- All pages need to be a combination of text and images.
- Gallery pages must contain an assortment of thumbnails and main image.

QUALITY CONTROL

- Project needs to be free of spelling and grammatical errors,
- No bugs, No code errors. No missing assets.
- No broken or misdirected links
- Consistent alignment and placement for MENUS AND POSITION OF TEXT

META TAGS DOCTYPE

- Include meta tags on all pages for Author, Keywords and Description
- DocType must be included on all pages

BROWSERS Safari

- The site needs to work correctly in IE, Netscape, Crome, Opera and

REQUIREMENTS

PRESENTATION - Present your site to the class

- Before starting your presentation bring your project up on the screen
- Stand in front of the class and introduce yourself
- Make eye contact, do not put your hands in front of your face or on your face
- Speak clearly and loud enough for those at the back of the room to hear you
- Use the mouse indicator (not your fingers) to point to objects on the screen.
- Once you have introduced yourself you can sit at the computer if you wish but keep looking at the audience
- Discuss the appropriateness of the site for the intended audience
- Be prepared to defend the choices made when creating the site

YOU SHOULD BE PREPARED TO DISCUSS THE FOLLOWING

Principles of Design & Principles of Interactive Design

Overall Design:- Is it appropriate for the purpose of the site and the intended user?

- Discuss how you achieved the perception / tone

Logo/Title

- Why did you choose these fonts and design
- Why did you include that particular content on each page
- Are the titles and sub titles appropriate?

Images:

- Why did you include these particular images

Layout

- Why this layout

Make sure that you have included the following before you present your site

- Consistency: Is the style of the design consistent from page to page ?
Logos/Title - Are they in the same position from page to page?
- Menus: Is the same font used for all menu items, are they the same size?
Are the menu items evenly spaced? Are you including margins and padding
- Images: Are the images high quality and cropped correctly?
Does the position of the images work well in relationship to the other objects?
- Text: Short paragraphs
Page titles and sub header titles
Are there margins that separate the text from the edge of images and the edge of cells?
Is the text separated into small blocks allowing for better readability
Alignment of text - should not be centered or justified
Does the text show up well on screen (smooth vs bit-mapped)?
Are the fonts sans serif or serif?
Is the font used for html generated text appropriate?
Is linked text readable are the hovers readable

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FILES

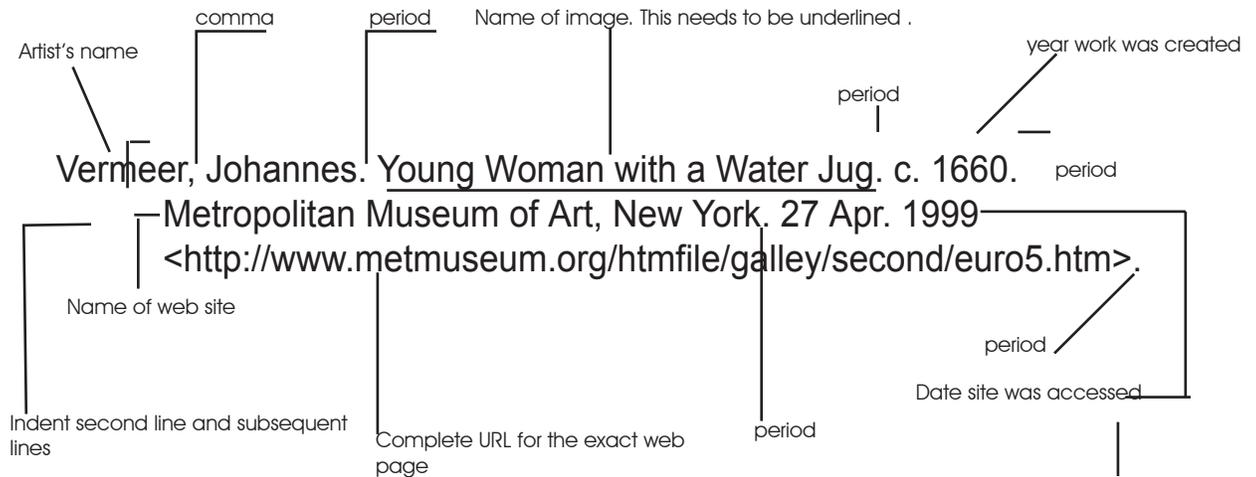
- Turn-in all files:

CITING SOURCES

You need to use Modern Language Association, MLA format when citing all your sources. Additional information be found online on the class web site. There are quite a few restrictions on using materials from other sources. Read the handout that covers using materials from other sources

GIVING CREDIT FOR IMAGES

Write the artist's name first then the title of the work. Next place the date of the image was created. If the precise date is not known, use the abbreviation c. (for circa) then indicate the approximation of the date. Next include the date of access to the Internet after the name of the institution or organiza-



If you have any other images from the exact same web page you can list the corresponding entry

Vermeer, Johannes, Young Woman with a Water Jug c. 1660:

When crediting images from Getty Images the first credit needs to be documented in full you can use the short listing for all subsequent images.

