

# gwd232

**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. Work will not be accepted later than the final date.

**PROPOSAL:** You are required to turn-in a detailed proposal for your City Site. I will review the preliminary proposal with you. You are expected to make corrections before submitting the final

**PORTAL PAGE and CITY SITE:** you will be graded on both the code and design.

**PORTAL PAGE:** is basically a review of your web design skills. Except for the RESET the requirements include skills already covered in the previous class. The server needs to be set-up correctly at this stage (page2)

The Portal Page is also important in terms of reviews.

**CITY WEBSITE:** will be broken-up into different pages that will require different skills.

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:** twice 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**

# SERVER SET-UP

## Requirements

Make sure that your server is organized correctly see your server space below.

Each web site needs to have its own folder,

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

If you do not already have a portal page create a temporary one.

The portal page (named: index.htm) seats directly in the folder/directory public. it needs to link to all websites etc, plus other artwork as pdfs

If the portal is written in html5 it also needs to link to the javaScript for older versions of IE. (not shown below)

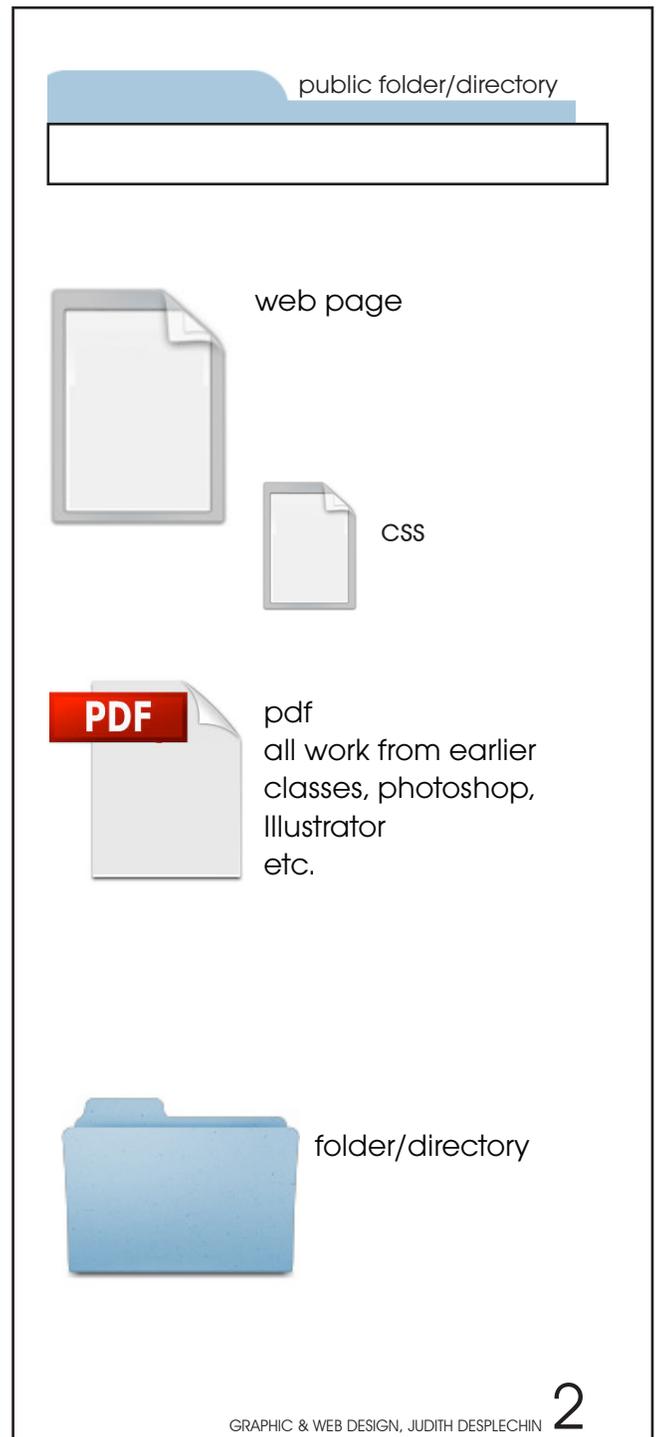
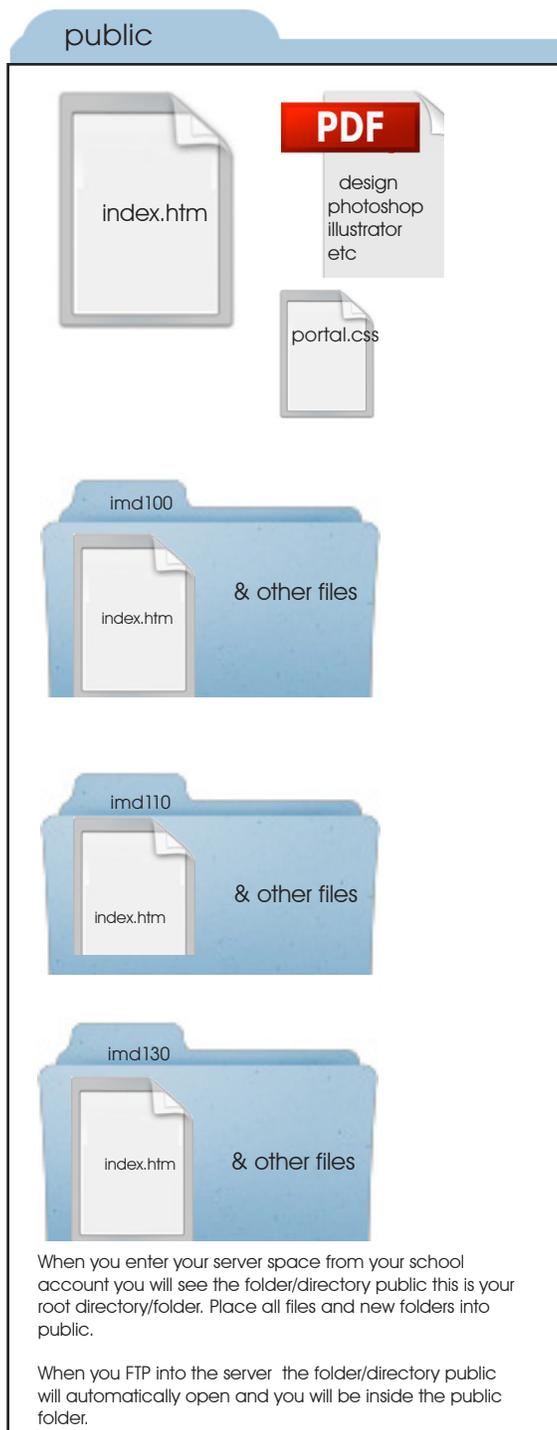
The pdf is in the same folder so the link should be: <a href="name.pdf">name of file</a>

All of the links to the sites within folders need to include the folder in the link:

<a href="imd100/index.htm">imd</a>

YOUR SERVER SPACE

LEGEND



## 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. It is very important that this page is user friendly and easy to update.

## USER FRIENDLY

You need to create information for each class you have completed. At the end of each quarter add the additional classes.

## TOP OF PAGE

YOUR NAME

YOUR **EMAIL ADDRESS** - give the one that you most frequently use. This must be linked text not an image. Example [name@gmail.com](mailto:name@gmail.com)

## CLASS NUMBER

The number of the class must be included and shown in ascending order

## CLASS INFORMATION

The information for each class **MUST** contain and be clearly linked on the word in red

**PROJECT** : name of project

**PROCESS** : name of process

**VALIDATION**: does not need an explanation

**TECHNOLOGY** - EXAMPLE - **TECHNOLOGY**: html5, CSS, Photoshop

IF YOU DO NOT INCLUDE THE ABOVE LABELING EXACTLY AS REQUESTED YOU WILL NOT RECEIVE A GRADE FOR THIS PROJECT.

You can include images and other related information

HEAD: Meta Tags for Keywords about 15, Description, Author  
javaScript for older versions of IE

```
<!--[if lt IE 9]>
```

```
<script src="adjustForIE.js" type="text/javascript"> </script>
```

```
</script>
```

```
<![endif]-->
```

adjustForIE.js - will be supplied

**DESIGN:** You will also be graded on the design of the page

Page Overall Layout - Jello

Try to use only three colors,

no gradients, black or dark backgrounds

All links must be underlined

Width no more than current ViewPort

Alignment, spacing, margins, color and choice fonts are very important

**CSS:** Must be linked, and include separate reset (reset must also include display: block for all elements)

Except for the Reset in the CSS this project relies on skills acquired in your previous class  
GWD131 / IMD100 and will allow for an assessment  
of your entrance skills to IMD110

Requirements also see all requirements on pages 6 and 7

DEADLINE - All deadlines are listed on your schedule sheet

TOPIC - Some Aspect or Aspects of a City  
- The topic CANNOT INCLUDE any of the following subjects  
comics, cartoons, graffiti, automobiles motorbikes or subjects relating to automobiles and motorbikes, contemporary singers and music, movies, anything relating to movies or arms and ammunition of any kind or sports  
This should NOT be a site with tourist information or a guide to local restaurants and night clubs etc. If you include a facility (museum etc) that is open to the public do not include hours or admission. Remember your site is only your impressions of the facility it is not the actual site

SUBMIT Select three cities and submit via form on line on the class website  
Access via [wdim.desplechin.com](http://wdim.desplechin.com)

PROPOSAL Submit a typewritten proposal which includes:

PROJECT SUMMARY:

City: The name of your city  
Title: The name of the site  
Topic: Purpose of the site

AUDIENCE: Audience - detailed demographics

PAGES You are required to complete at least 5 web pages for the project.  
Give details of the information that you intend to include on each page.  
You need to have at least two sets of information for each page.  
When deciding on what information to include keep in mind that the layout for each page must be different.  
a gallery cannot be one of these pages if you wish to include a gallery that would be the 6th page

State the amount of sections, asides columns etc for each page

- 1) Introduction: An introduction to your subject  
You need to include the actual written introduction that will appear on the page.
- 2) A page that includes a table for data, possible info-graphics, guides etc  
Give a short description for each set of information you intended to include on this page
- 3) Describe the information and images for this page . It should be multi-columned and different levels
- 4) Describe the information and images for this page . It should be multi-columned and different levels

FOOTER) can be the same or different but consistent on all pages include interesting information suitable for a footer that is at least 300px high.  
Describe the information

PERCEPTION/TONE: The perception you want the user to have of your site. The tone of the site.  
One to Two words not a sentences  
Turn-in two hard copies

The process covers: the proposal, the copy, wireframes 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 - see previous page

## COPY & META TAGS

Copy - The majority of your text must be original (by you) You can work with a writer if you wish. You can take some text from Wikipedia but you must create below the copy

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

BEFORE HANDING IN THE COPY YOU MUST HAVE IT PROOF-READ BY AN EXPERT IN THE WRITING FIELD THEY MUST SIGN THE COPY AND INCLUDE THEIR CREDENTIALS

WIREFRAMES - Create a wire frame for each of your pages. Examples of layouts are on page 7  
- You must have a different layout for each page.  
- You must have at least two columns on all pages and one page must have three columns.  
- You must have at least two levels of information (top and bottom)  
A Large image cannot count as one level  
- Each page layout must be at least as complicated as that shown on page 7.

## 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

# WEB SITE - Some Aspect of a City

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THIS PROJECT WILL NOT BE GRADED UNLESS

- 1 ) The site works correctly on the school server / or your server
- 2 ) The first page is index.htm
- 3 ) All code must be HTML5, lower case and all styles are in a linked CSS file. No JavaScript except fix for browsers
- 4 ) Your site can be accessed from your portal page
- 5 ) Must have at least 4 pages ( credits are in addition)
- 6 ) Must have a footer which is at least 300px high
- 7 )) No drop shadows or gradients, the background cannot be black or dark color
- 8 ) Each page must have a different layout for content while still using the same banner. At least one page must have three columns (across) all others at least two (across) see suggested layouts page 7) multi-levels are also required
- 9 ) Must include @fonts with license (these cannot be linked to another server)
- 10) Must have JavaScript fix for earlier browsers
- 11) Must include: header, footer, nav, section with least h1 & h2s, aside, figure, figcaption
- 12) **You copy needs to have been proof-read and signed of on by a professional along with their credentials**
- 13) Cannot contain Lorem Ipsum
- 14) **Must include 2D transforms**

AUDIENCE - Create a site that is appropriate for your topic and audience.

CODE - HTML5  
- You must use NotePad or similar application to write all the code.  
- You cannot include any style information in the body or head  
- All tags should be closed and nested correctly.  
- A W3C Validation is required for each page (combined into one pdf)  
- All page code and CSS must contain comments

FORM - The site must include a working html5 form, and a reply must include email input and some required input elements. A Captcha is required  
- All form elements must be styled.

TABLE - The site needs to include data that requires a table this should not take up an entire page or section. .

LIST - The site needs to include at least one list, bullets must be images

1st PAGE - Must include an introduction that explains the purpose of the site  
- Cannot be a splash page

DESIGN - An original and innovative up-to-date design. Appropriate for the topic and audience.  
- Needs to exhibit an understanding of the Principles of Design  
- Dimensions - current viewport ( leaving space at sides for other devices)  
- No absolute position unless for backgrounds or inside footer and/or header  
- All titles must be consistent in style and color.  
- Body must be at least 18 px, all other text must use em.  
- Use no more than four colors, three if possible, this includes the background & roll-overs.  
- You can use outside photographs as long as they are not composites and are not copyright  
- All drawings must be your own you cannot use any from another source  
- All images need to be good quality. use % for width which must be exact  
- MARGINS, PADDING and ALIGNMENT are VERY IMPORTANT

QUALITY - Site needs to be free of spelling and grammatical errors

CONTROL - No missing assets, no broken or misdirected links

META TAGS- All pages must contain meta tags for Author, Keywords and Description

BROWSERS- Site needs to work correctly in IE, Firefox, Chrome, Opera and Safari any version

# Some Possible Page Layouts

Each page must have at least 2 columns (across) sections or section and aside within the design.

One page must have 3 columns within the design.

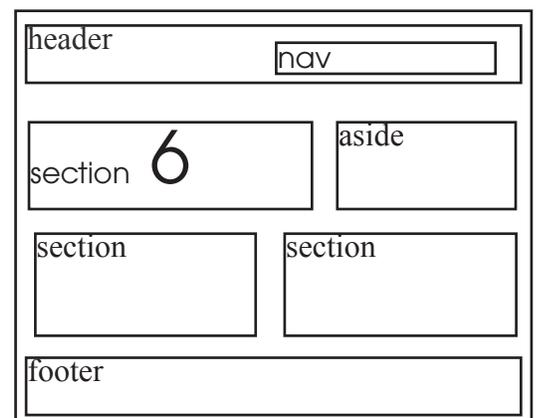
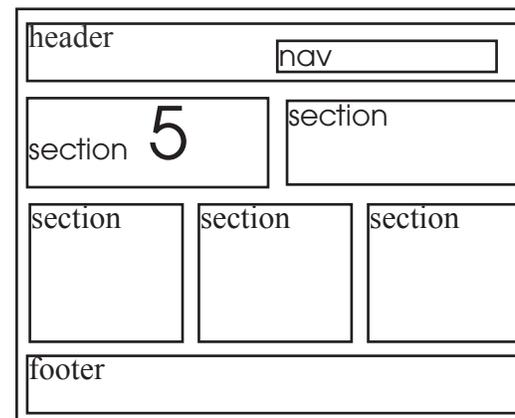
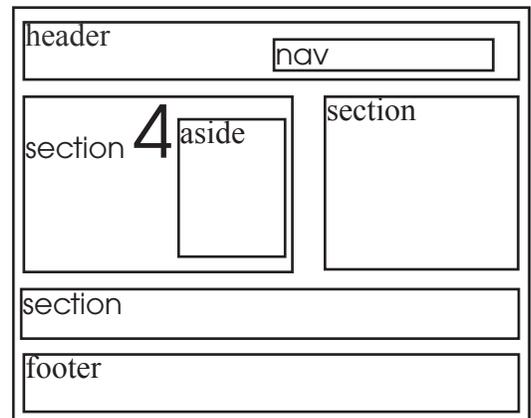
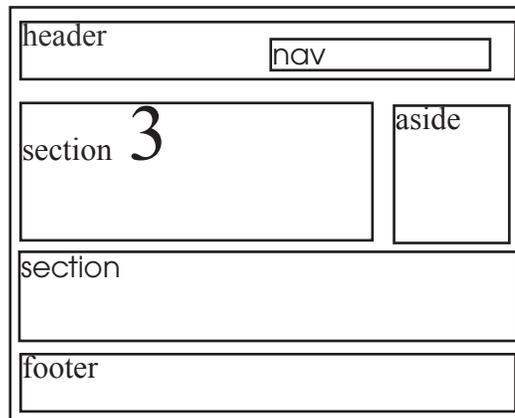
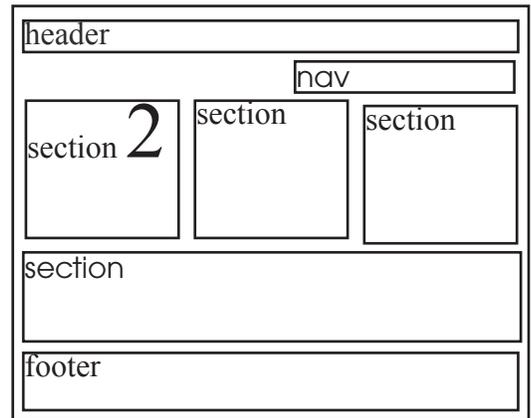
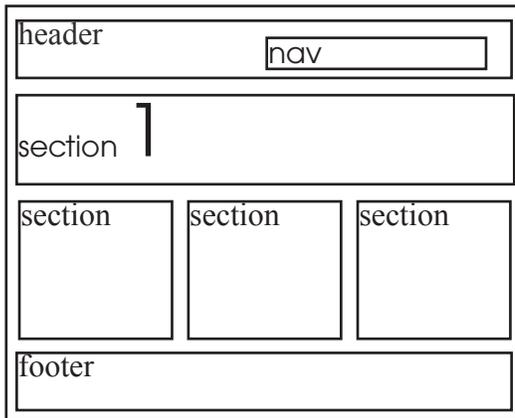
The layout for each page must be at least as complex as shown below but does not have to be the same.

You also need to include the correct headings for each section.

On at least one page you must include a figure and figcaption.

On at least one page you must include a table (for data only) it should only take up a very small space within the page

AT LEAST TWO PAGES MUST HAVE TWO LEVELS WITHIN THE MAIN CONTENT see 5 and 6 below an image or figure will not be enough for one of the levels



# RESEARCH AND IDEA BANK

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## Requirements

You are required to keep a record of your research, project ideas design ideas, drawings, sketches, and notes.

You can use either a sketch book or binder or a combination of the two.

The ideas that you collect do not necessarily have to relate to this course's project.

**IDEAS:**           Where can you get them  
                      Photographs  
                      Signs  
                      Magazines  
                      Newspapers  
                      Web Sites  
                      Television  
                      Museums  
                      Galleries  
                      Parks  
                      Everywhere just look around

**RESEARCH:**    Include everything that you read used etc related to your topic

**NOTES;**           Class notes  
                      Inspirational Ideas

**AND MUCH MUCH MORE**

## Requirements

- PRESENTATION
- Present your site to the class
  - Before starting your presentation bring your website 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 to point to object on the screen not your fingers
  - Once you have introduced yourself you can sit at the computer if you wish but keep looking at the audience ( the rest of the students)
  - Discuss the appropriateness of the site for the audience
  - Be prepared to defend the choices made when creating your own site
  - Why did you choose to include these particular lists
  - Why did you include this particular information and questions on your form
  - Why did you include this particular information and images on your reply

## 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?

- 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:  
Column
- Why did you include these particular images
  - Why this particular content on any particular page

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?
- 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 layout elements?  
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)?  
Does the text have good contrast with its background  
Are the fonts sans serif or serif?  
Is linked text readable are the hovers readable
- Form: Does the form work, is the reply appropriate  
Is it well designed  
Do the input items have styles

## Requirements

THE SITE MUST BE COMPLETED AND RUNNING CORRECTLY FROM THE SERVER

- FILES
- Turn-in all files Portal page
    - Web Site
    - W3C pdf
    - Process Book (pdf)
  - All digital folders should be placed in a folder which has your last name on it
  - DO NOT INCLUDE ANY PHOTOSHOP OR ILLUSTRATOR FILES

Files will not be accepted after the due date

The Web Site will not be graded if you do not turn-in the digital files

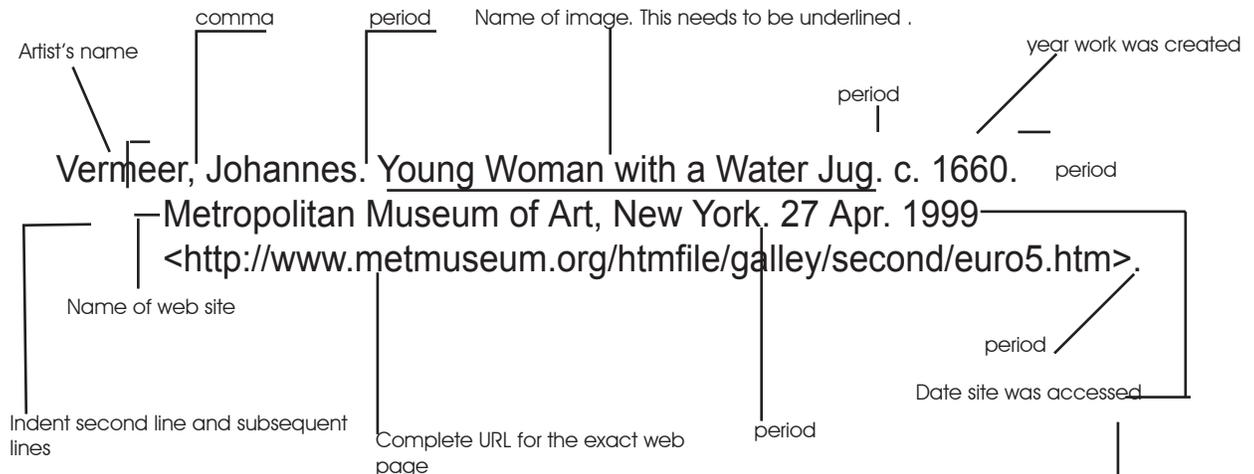
BEFORE YOU TURN-IN THE FILES YOU MUST MAKE SURE THAT YOUR SITE RUNS CORRECTLY ON THE SERVER ON ALL BROWSERS OR YOU WILL NOT RECEIVE A GRADE FOR THIS PROJECT

# 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

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