

Vermont Technical College **CIS 1151 Fall Semester 2013**  
Web Development & Design Foundations, 6/e by Terry Felke-Morris  
**Final Project Guidelines**

### **Final Project Web Site**

**Purpose:** To design, develop, and publish a web site using recommended design practices. Your web site will contain a home page and at least three (but no more than five) 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.)

You must publish your project to the Intranet. Required components of the pages include:

- Appropriate meta tags
- One page utilizing tables effectively to display tabular information
- One e-mail hyperlink
- One external hyperlink
- Consistent banner logo area
- Consistent main navigation
- Association with external style sheet (.css file)
- One Bonus Feature: Flash swf, YouTube video, CSS image gallery, or CSS Transition
- One page containing a contact form with at least three elements

Chrome, Firefox, 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
- Following recommended web site design practices  
(see <http://terrymorris.net/bestpractices>)
- Visual appeal of site to target audience
- Accomplishment of project's objectives

### **Project Milestones**

**Web Site Topic Approval:** The topic of your web site must be approved by your instructor. Using a word processor, prepare a one-page double-spaced 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.

Instructor approval of your topic is required before you begin to work on the next phase.

Last day to submit topics is 16-SEP-2013

Approvals completed 18-SEP-2013

## Planning Analysis and Site Map:

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.

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. This is your Site Map. **Site Map and Planning Analysis due 21-OCT-2013**

**Project Update Meeting 1:** Wireframe completed - Use a computer application to create a wireframe for a sample page on your web site that clearly shows the logo, navigation, content, and footer areas. Use a graphics application to create a wireframe and save as a .gif or .jpg file. You should have your home page of your site completed by this time. **Due 04-NOV-2013**

**Project Update Meeting 2:** You should have drafts of all pages of your site completed by this time. They should be published to your web site space. **Due 18-NOV-2013**

**Publish & Discuss Project:** Finish publishing 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. **Due 11-DEC-2013**

## Project Topic Approval Rubric

|                                    | <b>Outstanding<br/>5 points</b>   | <b>Developing<br/>2.5 points</b>   | <b>Needs Improvement<br/>0 points</b>                             |
|------------------------------------|---|--|---|
| <b>Website Name and Purpose</b>    | Clearly stated  | Unclear  | Missing   |
| <b>Intended Audience</b>           | 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                 |
| <b>Content</b>                     | 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                 |
| <b>Related or Similar websites</b> | 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 |
| <b>Mechanics</b>                   | 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.      |

## SiteMap and Planning

### Planning Analysis Rubric

|                            | <b>Outstanding<br/>4 points</b>                                       | <b>Developing<br/>2 points</b>  | <b>Needs Improvement<br/>0 points</b>                       |
|----------------------------|---|---|---|
| <b>Website Name / Goal</b> | Clearly stated  | Unclear   | Missing   |
| <b>Page Titles</b>         | Lists the title of each page  | Lists some but not all page titles  | Titles not listed.  |
| <b>Form</b>                | The use of a form in an appropriate manner is clearly described.      | Unclear or inappropriate form use   | Missing   |
| <b>Obtain Content</b>      | 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                      |
| <b>Mechanics</b>           | 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

|                          | <b>Outstanding<br/>4-6 points</b>                          | <b>Developing<br/>2-3</b>  | <b>Needs Improvement<br/>0-2</b>                                |
|--------------------------|--|--|---|
| <b>Site Organization</b> | 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. |
| <b>Web Pages</b>         | Lists each web page (5)                                    | Lists 3 or 4 pages   | Lists less than 3 pages   |
| <b>Mechanics</b>         | --   | Clearly labeled, readable  | Unclear or not readable   |

## Project Update1:

### Wireframe Rubric

|                        | <b>Satisfactory<br/>4-5 points</b>      | <b>Needs Improvement<br/>0-2 points</b>   |
|------------------------|---|---|
| <b>Logo Area</b>       | Present                                 | Missing   |
| <b>Navigation Area</b> | Present                                 | Missing   |
| <b>Content Area</b>    | Present                                 | Missing   |
| <b>Footer Area</b>     | Present                                 | Missing   |
| <b>Mechanics</b>       | Organized, easy to read and understand. | Some improvement is needed in the organization and/or the document is not easy to read or understand. |

### Home Page Rubric

|                  | <b>Very Good<br/>4-5</b>  | <b>Developing<br/>2-3</b>   | <b>Needs Improvement<br/>0-2</b>   |
|------------------|---|---|--|
| <b>Home Page</b> | 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. | Page 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. |
| HTML Validation  |   | Page passes HTML validation   | Page does not ass  |
| CSS Validation   |   | External CSS file is present and passes validation  | External CSS file is not present or does not pass validation   |

## Project Update 2

|                              | <b>Very Good<br/>5</b>  | <b>Developing<br/>2.5</b>   | <b>Needs Improvement<br/>0-1</b>  |
|------------------------------|---|---|---|
| <b>Home Page</b>             | 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. |
| <b>Page 1</b>                | 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. |
| <b>Page 2</b>                | 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. |
| <b>Page 3</b>                | 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. |
| <b>Page 4<br/>If present</b> | 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. |
| <b>Page 5<br/>If present</b> | 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. |
| HTML Validation              |   | Each page passes HTML 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 – 7-10   | Average – 3-6   | Needs Improvement – 0-3   |
|---|--|---|---|
| <b>Publish to the Web</b>                       | 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.            |
| <b>Purpose</b>                                  | Clearly stated   | Unclear   | Missing   |
| <b>Target Audience</b>                          | Demographics clearly described (age, gender, education, socio-economic)  | Generally described adequately  | Missing   |
| <b>Visual Appeal</b>                            | 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  |
| <b>Class Presentation: Organization</b>         | Presentation is coherent and organized   | Presentation could be more organized  | Presentation is not well organized  |
| <b>Class Presentation: Purpose &amp; Design</b> | 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. |
| <b>Class Presentation: Project Challenges</b>   | Clearly and completely discussed challenges encountered and overcome   | Incompletely or unclearly described challenges encountered and overcome                   | Did not discuss challenges encountered and overcome   |
| <b>Class Presentation: Participation</b>        | 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. |
| <b>Navigation</b>                               | Easy to use, consistent  | Inconsistent or difficult to use  | Missing   |
| <b>Accessibility</b>                            | W3C Guidelines followed  | Two or fewer instances where W3C guidelines are not followed                              | Three or more instances where W3C guidelines are not followed                                       |
| <b>Page Titles/ Logo Area</b>                   | --   | Descriptive and include the site/company name   | Missing or do not include the site/company name   |
| <b>Table</b>                                    | --   | Correct syntax  | Missing or incorrect syntax   |
| <b>Graphics</b>                                 | --   | Correct syntax  | Missing or incorrect syntax   |
| <b>Bonus Feature</b>                            | --   | Correct syntax  | Missing or incorrect syntax   |
| <b>E-mail Link</b>                              | --   | Correct syntax  | Missing or incorrect syntax   |
| <b>Outside Link</b>                             | --   | Correct syntax  | Missing or incorrect syntax   |
| <b>Meta tag</b>                                 | Correct syntax (description meta tag), excellent selection of keywords and meaningful description  | Correct syntax (description meta tags), adequate selection of keywords and description    | Missing or incorrect syntax   |
| <b>Form Coding</b>                              | Correct syntax, meaningful form element names  | Correct syntax  | Missing   |
| <b>Form Processing</b>                          | Form invokes server-side processing to send information in e-mail  | Form information not processed correctly  | Form not configured for processing  |
| <b>HTML Validation</b>                          | Required number of pages pass  | Less than the required number of pages pass   | No pages pass   |
| <b>CSS Validation</b>                           | 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  |