IMED 2315 Semester Project (Spring 2018)

Contents

Overview

The purpose of this semester project is to not only give you the experience of designing and coding a web site using recommended design practices, but to also give you the experience of working with a client that isn't necessarily entirely sure of what they are wanting and in a subject matter that you have no expertise in. Your web site will contain a homepage and a minimum of 10 content pages. This semester project is for you to design, create, and publish an original web site.

Grading
You will receive 8 grades for the different components of your semester project and combined, these 8 grades are worth 20% of your semester grade. When you present your project on May 1, 2018, your peers will be doing peer assessments on your project and their assessments will calculate into part of your semester project grade.

Project Milestones
- Part 1 – Due February 1, 2018
  - Planning Plan
- Part 2 – Due February 13, 2018
  - Site Map
- Part 3 – Due March 13, 2018
  - Wireframe
- Part 4 – Due April 3, 2018
  - UI Design

- Part 5 – Due April 12, 2018
  - Update
- Part 6 – Due May 1, 2018
  - Final Web Site
  - Class Presentation
  - Bound Presentation

Requirements
1. Your web site should be HTML5-compliant and should make use of all HTML tags appropriately.
2. Your presentation style should be in CSS and contained in a stand-alone stylesheet. Under no circumstances should you have inline styles in your project.
3. All content included on the home page and all content pages should be written either by you or by the client. Any information acquired from other sources should be properly documented and should comply with all copyright laws.
4. Graphics and images should either be created by you or be royalty-free. If an image is copyrighted, written permission from the copyright holder must be obtained and that written permission must be included in your bound presentation. Failure to do so is considered as stealing and will be treated as cheating in this class and you will fail the course for the semester.
5. There should be an events calendar that the client can easily add events to. The client will not need access to editing anything else on the site.
6. You are required to have at least one form on the web site. The client should let you know what this form should be used for.

Part 1: Project Analysis Sheet DUE: February 1, 2018

Project Plan and Analysis

Write a one to two-page paper with a discussion of the following items, including the following headings:
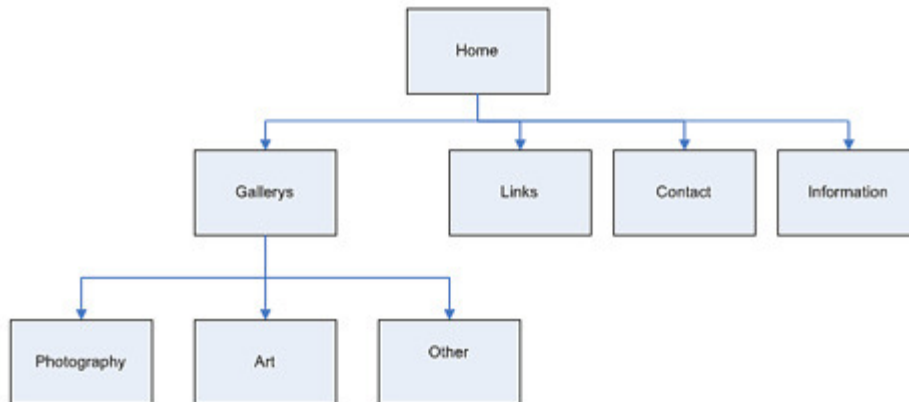
- **What information do I need?**
  List the sources of the content (facts, text, graphics, sounds, video) for the web pages you listed. While you should write the content yourself, you may use outside sources for royalty-free images and multimedia. Review copyright considerations.
- **What web sites have I evaluated?**
  List of web sites that are similar in content, scope, and target market to the planned site. List what you like and don't like about each web site. Make note of color schemes that you like.
- **Topic Analysis (here you are going to act as the client, normally you would learn this information from your client)**
  - What is the name and purpose of the site? List the website name and the reasons you are creating the site.
  - What do you want the site to accomplish? Explain the goal you have for the site. Describe what needs to happen for you to consider your site a success.
  - Who is your target audience? Describe your target audience by age, gender, socioeconomic characteristics, and so on.
  - What type of content might be included in your site? Describe the type of text, graphics, and media you will need for the site.
- **Project Plan**
  - What are the goals and objectives of the website?
  - Who is the target audience?
  - What type of website is it?
  - What is the budget for the project?
  - What is the timeline for the project?
  - What information do I need?

Your paper is due on Blackboard before class starts on February 1, 2018.

Part 2: Site Map DUE: February 13, 2018

Site Map

Use the drawing features of a word processing program, a graphic application, or software like Microsoft Visio to create a site map of your Web site that shows the hierarchy of pages and relationships between pages. Use the style for a site map shown below.
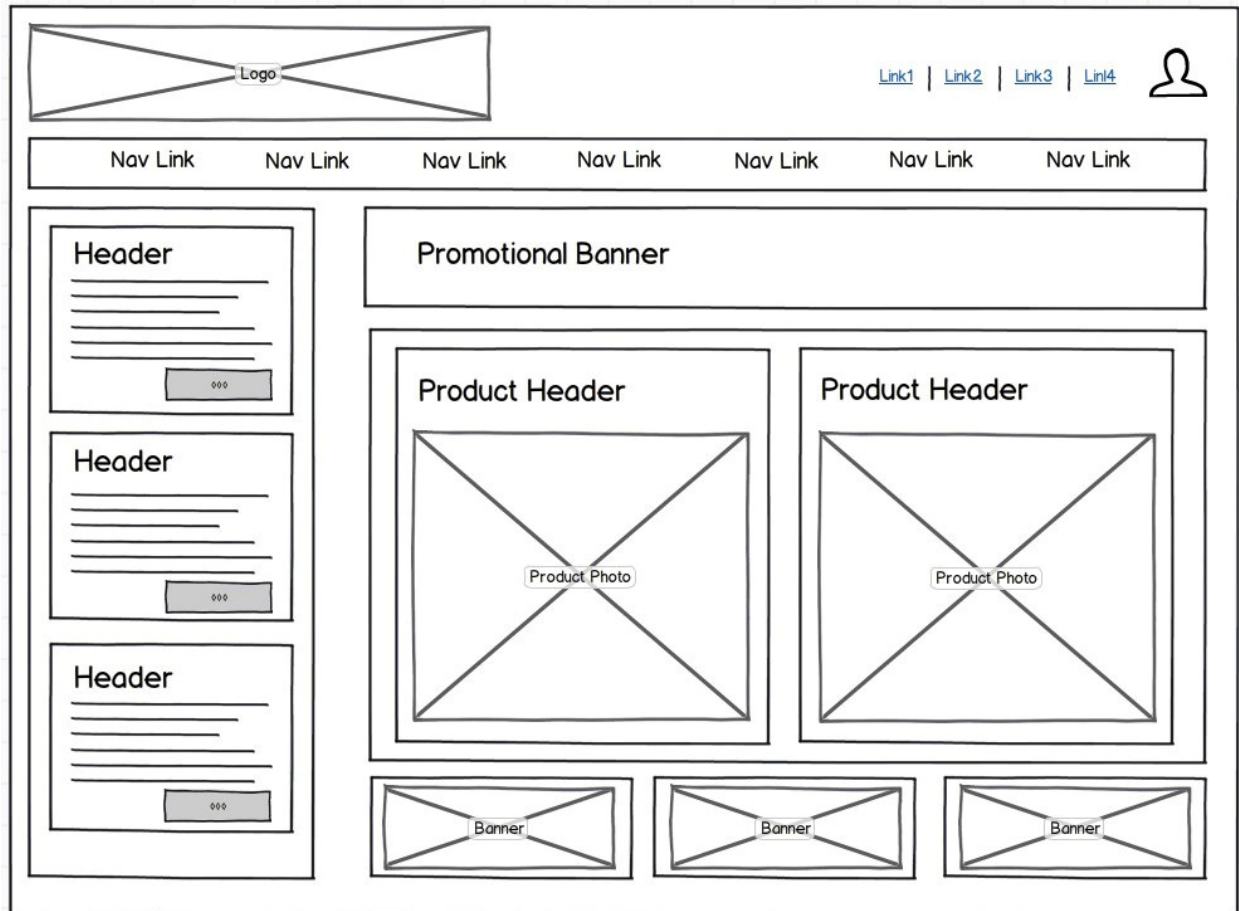

Your site map is due on Blackboard before class starts on February 13, 2018.

Part 3: Wireframe DUE: March 13, 2018

Wireframe

Use the drawing features of a word processing program, a graphic application, or software like Microsoft Visio to create wireframe page layouts for the home page and content pages of your site. Use the style for page layout composition shown below. Indicate where the logo, navigation, text, and images will be located. Do not worry about exact wording or exact images.

Your page layout design is due on Blackboard before class starts on March 13, 2018.

Part 4: UI Design DUE: April 3, 2018

UI Design

Using Photoshop, Illustrator, Fireworks, another graphic design program, or tool of your choice, create a graphical mockup of how the web site actually will look like. This does not require a functional web page at all. This graphical mockup will allow the client to see exactly what their web site will look like when finished so they can approve or suggest changes before you actually begin coding and building the web site.

Your UI design is due on Blackboard before class starts on April 3, 2018.

Part 5: Update DUE: April 12, 2018

Update

You should have at least five pages of your Web site completed by this time. As time permits, the instructor will walk around and look at each student's web site to review where you are at in your project. You will need to have the source files of your Web pages and images as well as your site map (revised as needed) for this meeting.

You should also have a zip file of your source files and images and have uploaded this file to Blackboard before class starts on April 12, 2018.

Part 6: Final Project Submission and Presentation DUE: May 1, 2018

Note: The final project submission will be graded based on completeness and consistency.

Final Web Site

Your final Web site with your home page and all ten+ content pages are due on May 1, 2018. A zip file of your entire Web site including all source files, images, and multimedia files should be uploaded to Blackboard before class starts on May 1, 2018. You will also need to upload a copy of your final project to your web host and email the instructor with the URL to your semester project.

Class Presentation

On May 1 and May 3, 2018, each student will be presenting their project to the class. You will need to be prepared to show your website to the class as well as having a PowerPoint where you will explain the project goal, target audience, use of color, and any challenges you faced (and how you overcame them) while you complete the project. Presentations should be 10-15 minutes long and will be followed by a time of question and answers from your peers.

Presentation Slides

Create a PowerPoint presentation that does a good job marketing your Web site. Your slides should cover the topics below. The presentation is limited to 10-15 minutes. You will be graded on the Quality of the Slides, Quality of the Presentation, and a Class Evaluation.

The presentation should cover the following items:
- Your project goal
- Target audience
- Use of color
- Challenges you faced during the project (and what you did to overcome those challenges)

Slide Design

- Professional!
  - Use a professional-looking PowerPoint Design Template! Make your presentation slides look professional & consistent.
  - Stay away from ClipArt. Use real photos, when graphics are required.
  - No typos. Perfect alignment!
- Readable!
  - Test your slides in the classroom prior to the due date. Make sure everything is readable from the back of the room. Look at font size and text colors.
- Concise & Precise!
  - Follow the 6x6 Rule – no more than…6 bullets per slide, 6 words per bullet.
  - Everything should be pasted into your slides. The only exception is you will show us your working Web site within the Firefox browser.
  - If you animate each bullet, your presentation will take too long.

Tips on Presenting

- Practice alone! Practice in front of a friend!
- Present with enthusiasm! Show that you believe in your Web site! If you are enthused about your topic, your audience will follow suit.
- Don't just read your slides. You must explain. Note cards will not be permitted.
- Don't stand in one spot. Walk around…a little.
- Have good eye contact. Don't just look at your professor while you present. You have an entire audience. Give everybody your attention.
- Speak clearly & loudly.

Bound Presentation

Before you present, you are expected to turn in a bound presentation for your project. This bound presentation will include final versions of everything you have turned in for the project all semester. **You also should have a CD with a copy of all of your source files and any images and multimedia files used and should be attached to the inside back cover of your bound presentation.**

Binding Order

Include the following items in the following order:

- Cover Page – see requirements below
- Project Planning (w/corrections)
    - o Planning Analysis Sheet
- Project Design (w/corrections)
    - o Site Map
    - o Wireframe
    - o UI Design
- Presentation
    - o 2 slides per page – see requirements below
- Screenshots
    - o One screen shot per page – take a screen shot of each page of your Web site and make sure it is printed in a way that I can see the full screen shot and that it takes up the full page.
- Code
    - o Print out the source code for every page in your site as well as your CSS stylesheet(s). Place the code in the order the pages appear on your site map with your CSS stylesheets coming after the Web pages.

Other Binding Requirements

- *Binding type:* spiral plastic coil or comb binding. Unacceptable binding formats include 3-ring binders, 3-ring brad folders, or any presentation folders (including the kind with a swing clip to "clip" the papers together)
- *Cover*: Use a transparent, plastic cover as first page.

- *Tabbed Pages*: include tabs separating the various sections: Project Planning, Project Design, Presentation, Screenshots, Code. Each tab should be printed (not handwritten) with the section title. Printed strips of paper stapled to the page is not an acceptable method of including tabs
- *Other*: Glossy paper may <u>not</u> be used with the exception of the title page.

Cover Page

Design a professional looking (logo, color, etc.) title page for your report. Creativity in your cover sheet can result in up to 10 extra points on your bound presentation. Include the following information:

- IMED 2315
- Web Design 2 Semester Project
- Spring 2018
- Your Name
- Name of your Web site

Miscellaneous Items

- Your entire project should have a professional, consistent look (e.g. font, colors, etc)
- *Dot the i's, cross the t's* - your project should be free of grammatical & spelling errors; all objects on web sites, interfaces, slides, and documents should be easy to read and aligned properly.
- *Backups* - make sure you have several backup copies of all items in the event something happens to one of your backup copies.
- ***I will keep the project at the end of the semester.***