

Web Fundamentals

Course: CNT 2220

Teacher: Evelyn Dufner



(A11) Hands-on Assignment- Web Site Project

You will choose ONE of the Web Site Projects below. This assignment is due the week before the end of the term. It will be reviewed by the entire class and elements learned through the entire course will be evaluated. How each assignment is designed is up to you, however it must be completed in Dreamweaver. Project 2 or 3 can be completed with a partner- however the site must be divided equally to ensure equal work. Bonus Points are awarded for individuals who choose to complete a site alone.

Criteria for a “C” grade includes:

(To get better than a C requires demonstrated effort / creativity/ and application of the concepts taught in class!)

1	Use of white space/negative space appropriate	<input type="checkbox"/>
2	Visually - Is the site clean or cluttered	<input type="checkbox"/>
3	Navigation obvious	<input type="checkbox"/>
4	Navigation consistent	<input type="checkbox"/>
5	Color Scheme- easy to read	<input type="checkbox"/>
6	Fonts are appropriately sized and readable	<input type="checkbox"/>
7	Images appropriately sized/located	<input type="checkbox"/>
8	Page loading appropriate	<input type="checkbox"/>
9	Is the site well organized - functionality - so user is sure what is offered?	<input type="checkbox"/>
10	Quality of Design- Appealing to Eye	<input type="checkbox"/>
11	Quality of Message -obvious what is being sold or represented?	<input type="checkbox"/>
12	Does the tone & design INVITE potential employers/visitors?	<input type="checkbox"/>
13	Appropriate amount of information (# of pages 5 -8?)	<input type="checkbox"/>
14	Does the site offer a request opportunity of the visitor?	<input type="checkbox"/>
15	Are samples of work or product demonstrated	<input type="checkbox"/>
16	Quality of samples - cleanly cropped, nicely organized?	<input type="checkbox"/>
+	Creativity Demonstrated	<input type="checkbox"/>
+	Unique buttons/elements	<input type="checkbox"/>
17	Site is completed -(award up to 10 points)	<input type="checkbox"/>

PROJECT OPTION	TITLE & DESCRIPTION
1	Project 1- Portfolio
	<p>Your Portfolio Piece is intended for prospective employers. It should reflect all your assets, your education, and your experience. Having an interactive site that allows you to share your strengths can be impressive.</p> <p>You will be required to create a 4-5 page web site</p> <p>Your four to five page Resume must include:</p> <ul style="list-style-type: none"> • Page on your Education & Qualifications • Page on your Work Experiences • Page on your References • Overview of your Strengths/Attributes/Successes • Any Showcase activities that might demonstrate your talents <p>You may Design it in any way however it must appear Professional and be easy to navigate.</p>

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2	Project 2- Business Solution
	<p>Project 2 & 3 are partner projects. You may choose either one.</p> <p>Assignment: Develop a Web site for a small business. The site should include an index and at least 4-5 additional pages. It should be professional and represent the integrity of the business. Additional information is available. Research the market place and develop a web site plan with a partner or on your own (Additional points awarded for outstanding projects or individual efforts (choosing to complete the project alone)).</p> <p>TasteTea Coffee is a small home based Gourmet Coffee Business. They develop 28 flavors of coffees which can be sent world wide or delivered locally. The business bases a lot of it's profits on local Events in which it is able to brew coffee (Seminars, Board Meetings, Chamber Events) for the group and gain their flavorful interest. They usually sell many flavors at these events. They also offer fundraisers for local organizations.</p> <p>Key Areas for the Site are:</p> <ol style="list-style-type: none">1. Order Coffee2. Set up and Event3. Join a Fundrasier4. Gormet Flavors available5. Contact6. Location <p>They pride themselves on the quality, service and pricing of their coffee. Visit other websites to do some competition research and get a feel for the themes out there. TasteTea Coffee has their own website as a reference, how could you improve it? http://tasteteacoffee.com/</p>
3	Project 3- IT Solution
	<p>Assignment: Develop a Web site for the IADT New Students. The site should include an index page (Welcome with Info) and at least 4-5 additional pages. It should be professional and represent the integrity of the IADT concepts you are designing the site around.</p> <p>Decide on 6 areas that new students could use information on. Develop links and references for each page that shows them how to get around IADT, manage their schedules, finances, and day. What would you like to see on the IADT website?</p> <p>Below are some of the possible areas that can be developed for an IADT site. Additional help can be found at http://students.iadt.edu</p> <ul style="list-style-type: none">• Have at least 6 pages (including the index page)• Include the logo for IADT• You should include all <u>the important information</u> you think they should have to get started at the school<ul style="list-style-type: none">○ Hours- bookstore, labs, school, library○ Key people to talk to○ How to get started with Financial Aide○ Course/degree offerings○ Grading system○ How to be Successful○ Instructors○ Resources