

## (OA1) Online Assignment 1- Research Online Privacy/Piracy

**Respond in three brief paragraphs (max 500 words)** the following topic. This research for the online component of the course requires students to send an email response to the instructor prior to the next class. All assignments are due the following class via email. YOU MUST cite your resources! Assignments without citations and resources will receive no higher than a 3. (Possible points: 5)

Discuss safety/privacy on the web regarding children. The W3C behaves as the standard setter for the Internet. One of the biggest issues is protecting the rights of users and the privacy of children online. Research two solutions available online, and then develop your own solution or ideas that answer these fundamental concepts. Some questions to consider are as follows and should help to direct your response.

1. What is your opinion about how to best allow ALL users to benefit from the open resources on the web yet limiting access to children?
2. Is the Internet a place for children?
3. What could or should be done to safeguard children from the masses of information freely available on the World Wide Web?
4. Should the web be controlled by government?
5. What legislation is in the works on this issue?
6. How would this be regulated internationally?
7. How could you resolve the issue of children being exposed to inappropriate content on the web?

**REQUIREMENTS:** Respond to one of the above questions in a brief 300-500 word essay. You must use Library/Online resources to research what is already in the works on this issue.

You MUST reference any and all resources you use. Find and properly cite resources on the web to support your ideas. Site as follows:

Title. Author, Name. Publisher, Location, year. Pages. OR URL of reference.

World Reference. Misner, Christian. Random House, New York, 2001. p. 876-877.  
<http://www.randomhouse.com/kids/magictreehouse/index.html>



## (A3) Hands On Assignment - HTML Autobiography

Hand code a simple web page about yourself. It must include pictures for each main section:

1. Two different types of fonts (which can include styles: bold, italic, font faces, headings)
2. A logo image centered at the top of the page. Go to [www.cooltext.com](http://www.cooltext.com), [www.flamingtext.com](http://www.flamingtext.com) or use the any other cool program to create a logo.
3. A colored background - see the Webmonkey color chart for some ideas.  
[http://hotwired.lycos.com/webmonkey/reference/color\\_codes](http://hotwired.lycos.com/webmonkey/reference/color_codes)
4. Topics with related links. Each topic should have 2-3 paragraphs about your experiences and the associated links (links should also include a brief sentence or two about where they go and what you will find)
  - a. Childhood- with (2) two links related to places you grew up
  - b. Coming of Age – (2) two sites related to influences during this time
  - c. Future Dreams & Goals- (3) three links to sites related to your dreams and goals
5. Each category should start with a level 2 heading
6. Future Dreams & Goals should include a bulleted or ordered list of your top three goals.
7. Again, every link should have a short description.
8. A credit section at the bottom of the page (first names only). The credit section should be separated from the rest of the page by a horizontal rule.

ALL of this should be written in CODE.

REMEMBER that once you have a set of code that works, you can copy and paste it repeatedly & just modify the contents. This is what I did with my tables (they took some time to tweak... as I said, I like using a GUI!)

### WHAT TO TURN IN:

- The complete assignment must be submitted to me as yourname.html
- Your images must also be submitted with the HTML file.
- All items should be submitted electronically in a FOLDER name **WF\_A3-yourname**

Criteria for a "C" grade includes: (To get better than a C requires effort demonstrated/ creativity/ and application of the concepts taught in class!)

1. Following Directions
2. Including each component required
  - a. Font Differences
  - b. Logo
  - c. 3 Sections with paragraph of information
    - i. Each sections has hyperlinks
  - d. Heading Tags
  - e. List
  - f. Credit Section
3. Creativity



## (OA5) Online Assignment - Search Engines

Explore the clues that Search Engines find- Utilize the project sheets to explore three different websites and the Meta-tags they utilize to get themselves to the top of the search engine charts. You will compare each one, then choose one of the three to illustrate a site map of their site.

This assignment requires workbook pages. Those pages can also be downloaded at:

<http://iadt.learn2xl.org/wf/pdf/DiscoveryWork.pdf>

### Some additional information:

<http://www.searchengineguide.com/keywords.html>

The first step is to learn about the search terms that your target audience is using when using search engines. These search terms are the keywords and keyphrases that can be used to market any web site.

<http://www.searchengineguide.com/submission.html>

<http://www.goodkeywords.com/products/gkw/>

## How Search Engines Work

By [Danny Sullivan](#), Editor <http://searchenginewatch.com/facts/article.php/2168031>

October 14, 2002

The term "search engine" is often used generically to describe both crawler-based search engines and human-powered directories. These two types of search engines gather their listings in radically different ways.

**Crawler-Based Search Engines** Crawler-based search engines, such as Google, create their listings automatically. They "crawl" or "spider" the web, then people search through what they have found. If you change your web pages, crawler-based search engines eventually find these changes, and that can affect how you are listed. Page titles, body copy and other elements all play a role.

**Human-Powered Directories** A human-powered directory, such as the Open Directory, depends on humans for its listings. You submit a short description to the directory for your entire site, or editors write one for sites they review. A search looks for matches only in the descriptions submitted. Changing your web pages has no effect on your listing. Things that are useful for improving a listing with a search engine have nothing to do with improving a listing in a directory. The only exception is that a good site, with good content, might be more likely to get reviewed for free than a poor site.

**"Hybrid Search Engines" Or Mixed Results** In the web's early days, it used to be that a search engine either presented crawler-based results or human-powered listings. Today, it extremely common for both types of results to be presented. Usually, a hybrid search engine will favor one type of listings over another. For example, MSN Search is more likely to present human-powered listings from LookSmart. However, it does also present crawler-based results (as provided by Inktomi), especially for more obscure queries.

**The Parts Of A Crawler-Based Search Engine** Crawler-based search engines have three major elements. First is the spider, also called the crawler. The spider visits a web page, reads it, and then follows links to other pages within the site. This is what it means when someone refers to a site being "spidered" or "crawled." The spider returns to the site on a regular basis, such as every month or two, to look for changes. Everything the spider finds goes into the second part of the search engine, the index. The index, sometimes called the catalog, is like a giant book containing a copy of every web page that the spider finds. If a web page changes, then this book is updated with new information. Sometimes it can take a while for new pages or changes that the spider finds to be added to the index. Thus, a web page may have been "spidered" but not yet "indexed." Until it is indexed -- added to the index -- it is not available to those searching with the search engine. Search engine software is the third part of a search engine. This is the program that sifts through the millions of pages recorded in the index to find matches to a search and rank them in order of what it believes is most relevant. You can learn more about how search engine software ranks web pages on the aptly-named [How Search Engines Rank Web Pages](#) page.

### Major Search Engines: The Same, But Different

All crawler-based search engines have the basic parts described above, but there are differences in how these parts are tuned. That is why the same search on different search engines often produces different results. Some of the significant differences between the major crawler-based search engines are summarized on the [Search Engine Features Page](#). Information on this page has been drawn from the help pages of each search engine, along with knowledge gained from articles, reviews, books, independent research, tips from others and additional information received directly from the various search engines.

Name \_\_\_\_\_

WF- (am) (pm)

## (OA5) Online Assignment - Search Engines Discovery Work –“Know the Competition”

It is important to understand what Search Engines do, and how web designers are responsible for the success of a site. Find one website that explores Search Engine Optimization and educates you on how to optimize a site to be successful on the web. **Email the instructor your resource.**

Your additional web research will be handed in on this form: You are working on developing a site for a local business. You need to conduct a survey of the client’s competition. Use the following three sites to analyze the competition or choose your own. **(Sites chosen MUST HAVE Meta-tags!!)**

1. <http://www.coffeeam.com/>
2. <http://www.sweetmarias.com/>
3. <http://www.peets.com>

**OR Choose three similar sites of your own:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What do all three sites have in common?

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What are some unique features of each website?

Site 1: \_\_\_\_\_

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Site 2: \_\_\_\_\_

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Site 3: \_\_\_\_\_

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Which features would you incorporate into your own site?

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Right click on an area of the site that is vacant of images or text. Select “View Source”. In the first lines of code should be meta-tags for the site- an aspect of web design crucial to being found on search engines. Below are the meta-tags for [www.coffeecoffee.com](http://www.coffeecoffee.com)

```

<title>Gourmet Coffee, Tea, Gifts & Of-The-Month Clubs</title>
<meta name="description" content="Gourmet Coffee and Tea, accessories, gifts, and of-
the-month clubs. We roast every bean we sell!">
<meta name="keywords" content="gourmet coffee, tea, coffee club, tea clubs, fresh
roasted, fresh roast, arabica grade, shade grown, organic, loose leaf, looseleaf tea,
espresso, of the month club, spice club">
<base HREF =" http://www.coffeecoffee.com/Merchant2/">

```

## Search Engines Continued

What similarities are found in the meta-tags (words) for all three sites?

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How do the meta-tags differ for each site (words)? Are there unique keywords to each?

Site 1: \_\_\_\_\_

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Site 2: \_\_\_\_\_

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Site 3: \_\_\_\_\_

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Notice the design principles. What unique colors and elements are used in the sites? Answer these questions...

### Site 1:

Are the navigation buttons in the same place on every page? \_\_\_\_\_

If color is used to indicate sections, is it used consistently? \_\_\_\_\_

Is the logo used as a link to the home page? \_\_\_\_\_

What needs to be changed so that the site has consistency? \_\_\_\_\_

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### Site 2:

Are the navigation buttons in the same place on every page? \_\_\_\_\_

If color is used to indicate sections, is it used consistently? \_\_\_\_\_

Is the logo used as a link to the home page? \_\_\_\_\_

What needs to be changed so that the site has consistency? \_\_\_\_\_

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### Site 3:

Are the navigation buttons in the same place on every page? \_\_\_\_\_

If color is used to indicate sections, is it used consistently? \_\_\_\_\_

Is the logo used as a link to the home page? \_\_\_\_\_

What needs to be changed so that the site has consistency? \_\_\_\_\_

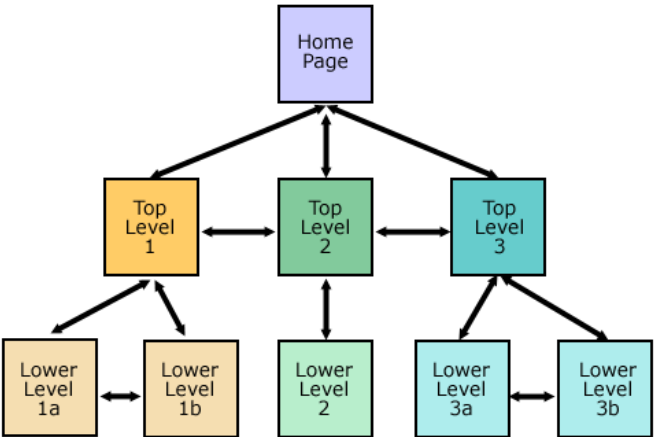
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**Search Engines Continued**

**Illustrate the FLOW CHART or SITE MAP for <http://www.coffeecoffee.com/> (or the site you chose ... [http:// \\_\\_\\_\\_\\_](http://_____))**

Determine the basic navigation of the site- showing what pages are linked to the main page, and one additional (simplified) level on three of the linked pages. (Only work three links and their "child pages")



## (A6) Research Assignment- Pre-Production

Pre-Productions- What is Important?

In the Pre-Production phase of a web project an enormous amount of planning is required. You must be able to assess the needs of the client, and develop ideas as to how to present your client's website to the world. Although we will not be determining a budget to use, we will collect and organize the functional requirements of the website, and create a form that reflects the creative briefing used with a potential client.

**What kind of information is important for this kind of planning?** Create a simple form in WORD (or if you are bold- in Dreamweaver/PowerPoint) for a potential client. The form **MUST** collect the kind of information vital to really understanding what a client needs. Consider it a creative brief, a survey, or a tool for gathering the kinds of information (these are just some of the possible directions, you may come up with additional concepts you find **IMPORTANT** to complete a job)

1. Keywords that will describe the clients site (6 words)
2. Description of their site content
3. Design features they desire
4. Contact & Account Information
5. Theme or Color scheme for the site
6. View the example provided

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Criteria for grading...

Is it a at least one full page?

Do you collect information that is vital to having a sensible website?

Does your form collect contact info?

Does your form collect information related to the tone of the site?

Is it well organized?

Is it professional?

Is it legible?

Does it make sense?

## (A7) Hands-On Assignment - Site Outline

**Web Site Project - Outline** The purpose of this assignment is to illustrate your direction with (A11) and demonstrate an understanding of:

1. strategy (your goals)
2. scope (features you will offer)
3. skeleton (basic layout)
4. structure (organization of site linking)
5. surface (interface design)

ALL projects with a client require you to become the planner and designer – Creating a mock up of the site and an outline of your direction is necessary for the successful development of a site. Without a plan, you will fail to develop a site that is consistent, functional, and usable.

**Part 1-** Prepare a **Site Map** - Hand Drawn - of your 5-6 pages

Include a basic **outline of each page's content** for your SITE Project. This runs in direct correlation with the final Assignment (whichever assignment you choose to do will be the focus of this planning project). The final projects are listed on Assignment (A11).

**Part 2-** Prepare a **Brief Explanation** - the content (what the site will have) , strategy (goal), and scope (features) of the web site.

Both will be submitted to the teacher as if the teacher WERE a potential client and this were a proposal!

**Extra Credit:** A site Mockup may be designed (using PowerPoint, Dream Weaver, Photoshop, or Illustrator) Demonstrating the site's **surface** structure. It must be placed on presentation board with an image of your file structure AND a brief write up of your goals/scope/and color choice decision. If a mock up is created it will count as an extra credit assignment **worth up to 100pts** to **replace your worst assignment** grade.







# 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  |
|----------------|--|
| <b>1</b>       | <b>Project 1- Portfolio</b>  |
|                | <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"> <li>• Page on your Education &amp; Qualifications</li> <li>• Page on your Work Experiences</li> <li>• Page on your References</li> <li>• Overview of your Strengths/Attributes/Successes</li> <li>• Any Showcase activities that might demonstrate your talents</li> </ul> <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 &amp; 3 are partner projects. You may choose either one.</p> <p>Assignment: Develop a Web site for a small business. The site should <b>include an index</b> and <b>at least 4-5 additional</b> 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><b>TasteTea Coffee</b> 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><b>Key Areas for the Site are:</b></p> <ol style="list-style-type: none"><li>1. Order Coffee</li><li>2. Set up and Event</li><li>3. Join a Fundrasier</li><li>4. Gormet Flavors available</li><li>5. Contact</li><li>6. Location</li></ol> <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?<br/><a href="http://tasteteacoffee.com/">http://tasteteacoffee.com/</a></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 <a href="http://students.iadt.edu">http://students.iadt.edu</a></p> <ul style="list-style-type: none"><li>• Have at least 6 pages (including the index page)</li><li>• Include the logo for IADT</li><li>• 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"><li>○ Hours- bookstore, labs, school, library</li><li>○ Key people to talk to</li><li>○ How to get started with Financial Aide</li><li>○ Course/degree offerings</li><li>○ Grading system</li><li>○ How to be Successful</li><li>○ Instructors</li><li>○ Resources</li></ul></li></ul>  |