



## INET 1000 Website Development

### PROJECT: ELECTRONIC PORTFOLIO PROJECT

#### RATIONALE:

Students will be able to create an individual website using technical skills acquired to date. In addition to their inclusion, the grading will take into account the quality of site components. In addition, students must also be able to explain their site code and design choices in an oral exam situation. This assignment will contribute to the development of these skills as related to technical, portfolio learning, and presentation.

#### ASSIGNMENT:

1. Students will create and present an individual website based on a set of criteria
2. The website will include resume, skills, goals, work samples, and certifications (if any).
3. The students will present their website to the Instructor during the week of December 14-18, 2009.

#### SITE COMPONENTS POINTS:

**This component only  
Due no later than December 7th**

#### PLANNING:

**All Components of the Site Planning Document:** (see attached)

**Please print only and discuss with your instructor.**

- Site Question List
- digitally created Story Boards
- Good and Poor Design Check lists
- Navigation Structure Diagram

#### GENERAL:

- Uses appropriate naming conventions for all files (e.g. first page "index.htm")
- Uses relative links (with images in an "Images" sub folder)
- Design is consistent in the website.
- Contains hyperlinks (internal, anchors/ID, external URL and e-mail)

- ☐ Contains a Cascading style sheet (CSS) that controls all significant site content (at least 10 varied and distinct examples of style effects)

### **COLOR / GRAPHICS / FONTS:**

- ☐ Appropriately integrated and optimized graphics
- ☐ Alternate text provided for ALL site images
- ☐ Appropriate use color (texture, contrast, complementary colors, brightness)
- ☐ Appropriate use of fonts (type, size, color, contrast)
- ☐ Evidence of compatibility testing. Printout (or screen shots) from an on-line site testing tool

### **ELECTIVE\***

Individuals must implement one of the following Elective Components after having it preapproved by their instructor:

- ☐ Java Applet (implemented not coded)
- ☐ Photoshop (image creation)
- ☐ Flash/Shockwave/DHTML
- ☐ JavaScript (significant implementation of JavaScript)
- ☐ Database (PHP, SQL, etc)
- ☐ Other technologies may be acceptable – you may make a proposal

*\*Note: It is the **student's** responsibility to research and implement the technologies for the elective Component.*

---

**Teach yourself Photoshop and/or Flash with these Adobe on-line Training Videos.**

[http://www.adobe.com/designcenter/video\\_workshop/](http://www.adobe.com/designcenter/video_workshop/)

The following components **MUST** be included for a final grade to be recorded. If you have ANY questions about these requirements, it is critical that you discuss/clarify them with your instructor.

**Site meets NSCC Portfolio Requirements** – the site includes **ALL** of the following components:

- Resume (CV)
- Goals
- Skills Listing
- Credentials (scanned certificates, etc)  
**no points deducted if you don't have certificates/awards, etc.**
- Work Samples (from any or all of your courses is acceptable)

# Site Question List

## Strategic Questions to ask in an interview with a client

### **Purpose:**

1. How will users be using this web site?
2. Why will users want to visit this web site?
3. What will users gain from this web site?
4. What medium and platform will users likely use to access this web site?
5. What types of features will be most useful to the users of this web site?

### **Business Narrative:**

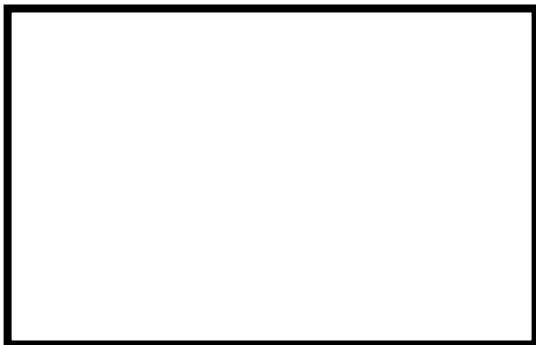
1. What is the nature of your business?
2. What do you want to achieve with this web site?
3. Do you want to sell something on this site?
4. Which three adjectives would you use to describe how the user should perceive this site?
5. How many products do you wish to promote on this site?
6. Will you have a need for any secure transactions?
7. How do you plan to advertise and market this site?
8. Have any planning documents been created (storyboards, site maps or flowcharts)?
9. How do you plan to support this site?
10. How do you plan to maintain and develop this site?
11. Are there specific sites that you like and if so, what do you like about them?
12. Are there any specific technologies or features that you want to include?
13. Are there print or digital materials such as graphics, logos or documents that you wish to include on the site?
14. What is the primary action you wish your target user to take after viewing the site?

15. Is there any information you wish to retain from users who interact with the site?
16. Do you have a domain name in mind? Is it registered?
17. Do you have a budget for this site?
18. Are there any additional limitations and constraints you see on building the site?
19. Who are the major stakeholders in this site?
20. Who has authority, ownership, responsibility and veto power over this project?
21. What is the timeline for completion?

**Target Audience:**

1. Who is the target audience?
2. What is the age range?
3. Are there any factors common to this audience that may affect site design?
4. How computer literate are they?
5. What is a typical profile of the user (interests, beliefs, values)?

# Storyboard



# Good and Poor Design Elements Check List

## Good Design Checklist

*Please place a check mark next to each good design requirement you have considered*

### Text

- Background does not interrupt the text
- Text is big enough to read but not too large
- The hierarchy of information is perfectly clear

### Navigation

- Buttons and bars are easy to use and understand
- Large sites have indexes or maps
- Navigation bars or buttons let the user know where they are and where they are going

### Links

- Link colors coordinate with site colors
- Links are immediately recognizable

### Graphics

- Buttons are appropriately sized and color balanced
- Every graphic has an alt tag
- Every graphic link has a matching text link
- Animated gifs turn-off by themselves

## General Design

- Pages download quickly
- Graphics are used to break up long text areas
- Every web page belongs in the site and carries over theme elements and characteristics

## Poor Design Checklist

*Please place a check mark next to each bad design feature you have considered*

### Backgrounds

- Default background color
- Color combinations that make the text hard to read
- Busy, distracting backgrounds that make text hard to read

### Text

- Text crowding against the left edge
- Text that stretches all the way across the page
- Centered type
- Paragraphs of type in all-caps, bold, italics or combinations of these
- Underlined text that is not a link
- Text that is too small to read

### Links

- Default blue links
- Blue link borders around graphics
- Links that are not clear where they will take you to
- Links that are not underlined or coloured differently so you don't know they are links
- Dead links

## **Graphics**

- ☐ Large graphic files that take forever to download
- ☐ Meaningless or useless graphic files
- ☐ Graphics with no alt tags
- ☐ Missing graphics (and no alt tags)
- ☐ Graphics that are too big for the screen

## **Blinking and animations**

- ☐ Anything that blinks, especially text
- ☐ “Under construction” signs (little animated men working)
- ☐ Animated pictures of e-mail
- ☐ Animations that never stop

## **Junk**

- ☐ Counters on pages
- ☐ Advertising
- ☐ Having to scroll sideways
- ☐ Numerous picture of awards the site has won on the first page

## **Navigation**

- ☐ Unclear or overly complex navigation
- ☐ Orphan pages (no links back)
- ☐ Useless page titles that don't represent the page contents

## **General Design**

- ☐ Entry or home page that is larger than 1024 x 768
- ☐ No focal point on the page
- ☐ Navigation buttons are the only interesting element
- ☐ Not enough alignment or structure
- ☐ Lack of contrast in color or text to create a visual flow
- ☐ Pages that only work in one browser !

# Site Map (Navigation Structure)

