CSCI 3350 Project

Learning by doing is an important strategy to retain knowledge. This course helps the students to acquire the ability to develop a real-world web user interface mock-up/prototype. In the development process, the students are required to apply the theories learnt in class. This is an individual project.

The project is incremental. The deliverables are as follows:

Part #1. Content report, client requests, visual research, 4 sketches, color scheme (palette)	5%
Part #2. Photoshop (psd) mock-up file	5%
Part #3. Sliced Photoshop (psd) file, working static website (html, css, images) with content	5%
Part #4. Presentation (in class only), website portfolio (screen captures)	20%
Total	**35%**

When you see "Richard Ricardo" in the descriptions, change it to **<your name>**.
When you see "Richard" in the descriptions, change it to **<your first name>**.
When you see "Ricardo" in the descriptions, change it to **<your last name>**.
If you do not put **<your name> / <your first name> / <your last name>** in the mentioned fields, you will get **0 points** for the project submissions.

In this project, you are to apply the basic web design principles and employ the appropriate web design methodology to create a web site for your (**imaginary**) company "**Ricardo Construction**".

- **Ricardo Construction** is an (imaginary) building company based in Clarksville, Tennessee.
  - It have been in home building and construction industry for the past 10 years.
  - The main business is to build new residential homes (from small starter homes to luxury custom homes).
  - It also does remodeling jobs, and other construction jobs upon request.
  - Like most home construction companies in Clarksville, it has a small team of core permanent staff members, and engages teams of contractors when need arises.
- To help you to design the site structure and content, please refer to the following (real) construction company websites. These reference websites belongs to real construction companies in Clarksville, TN.
  - http://www.crabbeconstruction.com/
  - http://www.clarksvillehomebuilders.com/
  - http://clarksvillequalityhomes.com/
  - http://www.clarksvillebuilder.com/
  - http://www.gci-homes.com/
  - You should aim to come out with better designs (than the above sites). Please only use the above sites for ideas on site structure and content. Do NOT use them for visual research.
- All students need to come out with different designs.
- You need high-quality high-resolution photos for the design. Try to acquire free stock photos from the Internet. Do NOT use photos from the above reference websites (copyright issue, **-50** points).
  - Acquire photos that are under "Public Domain Dedication" License (You can copy, modify, distribute and perform the work, even for commercial purposes, all without asking permission.)
  - Download the photos with the highest resolution possible.
  - Suggestion: go to http://all-free-download.com/free-photos/
    - Search for, say "House Public Domain Dedication". Download the high resolution file.
  - If you use ANY photo/image that is not of "Public Domain Dedication" license, you will receive **0 points** for this (entire) project. You can use your own photos (photos taken by you).

Final Project - Part 1 submission instructions

You need to submit a **project part 1 report** to the D2L digital dropbox.
Name your report file **lastname_firstname_part1.pdf**.
The report should have at least 5 pages, include the following...

1. Student name, course name
2. Website title
3. Introduction, aims and objectives of website - 1 to 2 paragraphs
4. Target audience - age, education level and other group demographics, things to consider
5. Sections - description for each section (you may use visual tools such as navigation diagram to help with the description, but not necessary)
6. Visual research - links and **screen captures** of at least 4 websites with good interface design (all 4 for visual research and design concepts, do NOT use the reference websites)
7. color palette - for your website

You need to search/choose and submit 10 photos (images) you are going to use for your website design. (banners, logos etc) There should be high solutions photos (images), and you cannot use photos (images) from the reference websites (0 Points if you do).
Zip the images in a file **lastname_firstname_part1_images.zip**.
Make sure there is no copyright issue with these images.

You also need to submit 4 different website design sketches (designed by you, on paper, similar to what is produced after video 08_002).

- Sketch template (use the templates below, depending on page design: no scrolling or scrolling):
  - http://www.raincreativelab.com/paperbrowser/downloads/QS2panel_w_notes-landscape.pdf
  - http://www.raincreativelab.com/paperbrowser/downloads/QS2panel_w_notes-portrait.pdf
- Online section: Scan the sketches, save as a pdf file **lastname_firstname_part1_sketches.pdf.**
- Inclass section: Submit the sketches during class.

Final Project - Part 2 submission instructions

You need to submit the following (for project part 2) to the D2L digital dropbox.

1. Photoshop psd file for your site mock-up, name your file **index.psd** (you do NOT need to slice, similar to what is produced after video 08_013).
2. Jpg file: **index.jpg**. Remember to export the file to 95% jpg.

Final Project - Part 3 submission instructions

Now your project should be almost complete with html files and image files.

- slice your Photoshop psd file, export it to create multiple image files
- build your website in folder /lastname_firstname_project/
- your home page should be index.htm, give meaningful names (all lower case, no space, no special character) to other html pages
- put in content (no dummy text), for at least **2 pages** (home page index.htm and another page)
- put images in sub folder /lastname_firstname_project/images/

You need to submit the following 2 files (for project part 3) to the D2L digital dropbox.

1. Photoshop psd file for your site mock-up, name your file **index.psd** (you need to **slice** it)
2. your website: a zipped file **lastname_firstname_project.zip**

What to expect for project part 4 submission (later)

1. any improvement you want to make
2. any change request from me
3. screen capture submission

Final Project - Part 4 (final) submission

All instructions from the Part 3 submission still apply.

You need to submit the following 4 files (for project part 4) to the D2L digital dropbox (NO late submission allowed, grading system will close):

1. Photoshop psd file for your site mock-up (final sliced version), name your file **index.psd**
2. your website: a zipped file **lastname_firstname_project.zip**
3. screen captures of 2 different web pages (no dummy text, correct spelling/content): **lastname_firstname_screen.pdf**
4. a pdf file containing the screen capture(s) of all html validation results (from http://validator.w3.org/) and css validation results (from http://jigsaw.w3.org/css-validator/), name the file **lastname_firstname_validation.pdf** (a sample file can be found under "content > assignments")

Validations

- When you view page source in a web browser, **`<!DOCTYPE html>`** must be at the top of every page. In other words, all pages must be written in HTML5. **(-20 points** if not)
- All html files must pass html validation at http://validator.w3.org/ without any **error/warning** (with only 2 warnings). **(-2 points for each error/warning**, 2 warnings allowed)
- All css code must pass css validation at http://jigsaw.w3.org/css-validator/ without any **error/warning**. **(-2 points for each error/warning**)

Presentation (Inclass section only):

Each student needs to give a 5 minutes presentation on:

1. Project content
2. index.psd layout, how you did it, step by step
3. Slicing, how you did it
4. html/css editing, how you did it, step by step
5. Difficulties encountered
6. If you are to do it differently all over again, how would you do it?

You need to submit the following during the presentation:

1. Two letter-size color paper prints - screen captures of your final website (html version, not the psd version).
    a. Screen captures two different web pages (no dummy text, correct spelling please).
    b. View the webpages in a web browser, but do not show the web browser in your screen captures.
    c. You need to cut and paste (and save) the captured image before you print.
    d. There is a color printer in lab MMCS 133. Please note that printer normally breaks down before submissions, so print early.