

CSCI 3350 Project

“ Ricardo Florist ”

You **must** watch the example videos on the following webpage, starting with “**video_22_001 (Visual Research & Structure)**”, **before** starting the project. The project follows the web design process shown in the videos.

- https://leeleong.com/OtherWork/web_design_2026/

Learning by doing enhances knowledge retention. In this course, students independently develop a real-world web UI mock-up/prototype, applying classroom theories throughout the process.

- This is an individual project.
- Your website must include **two functional pages**: a **homepage** and a **contact us** page.

The project is built incrementally with the following deliverables:

Part #1. Content report, client requests, visual research, 2 sketches, color scheme (palette)	5%
Part #2. Photoshop (psd) mock-up files (2 files)	5%
Part #3. Sliced Photoshop (psd) files (2 files), working static website (2 pages) with content	5%
Part #4. 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'll apply basic web design principles and methodologies to create a website for your imaginary company, **Ricardo Florist - a fictional flower shop** in Clarksville, TN.

About Ricardo Florist:

- Operating for 10 years in the flower and gift shop business.
- Sells flowers, gifts, and offers flower delivery.
- Provides arrangements for special occasions and custom gift baskets.
- Has a small core team and hires contractors as needed.

For site structure and content inspiration, refer to real florist websites in Clarksville, TN.

- <https://www.franklinstreetflorist.net/>
- <https://www.fourseasonsfloristtn.com/>
- <https://www.sangoflowers.com/>
- <https://fourseasonsflorist.com/>
- Design a unique layout - use the reference sites only for structure and content, NOT visuals.
- Each student must create a distinct design.

Your final product **must** be coded using **Bootstrap** (framework), from <http://getbootstrap.com/>

- **0 points** if not.

Use **high-quality, high-resolution** stock photos. Do **not** use images from the reference sites (**-50 points** for copyright issues).

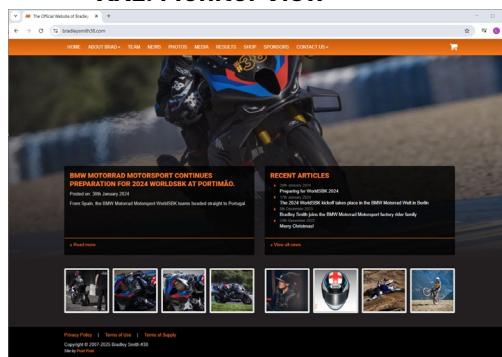
- Use only **Public Domain** or similar licensed photos (free to use, modify, and distribute; NO attribution needed).
- Download the **highest resolution** available.
- Suggested source: <https://unsplash.com/> (e.g., search "Flower").
- Your photo **must** be licensed for commercial use **without** requiring permission or credit (**0 points** if violated).
 - Photo can be used for commercial purposes.
 - You do not need to ask permission from or provide credit to the photographer.
- You may use your own photos, as long as they comply with copyright rules.

Final Project - Part 1 submission instructions

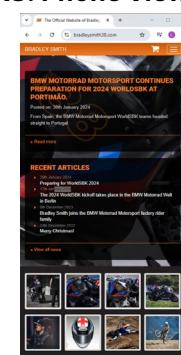
Submit your **Part 1 report** to the D2L digital dropbox, named **lastname_firstname_part1.pdf**. The report should be at least **5 pages** and include the following (60 points):

1. Student name, course name (2 points)
2. Website title (3 points)
3. Introduction, aims, and objectives (1-2 paragraphs) (10 points)
4. Target audience: demographics (age, education level, etc.) (5 points)
5. Sections (site structure): description of each section (visual tools like navigation diagram optional) (10 points)
6. Color palette for your website (10 points)
7. Visual research: Provide links and screenshots from 4 well-designed websites (do NOT use reference sites). These will inspire your design. (20 points)
 - a. Web design showcase sites (for choosing website designs):
 - i. <https://cssnectar.com/> - Top Menu > Categories
 - ii. <https://www.siteinspire.com/> - Top Menu > Websites > Styles
 - iii. <https://bestwebsite.gallery/> - Top Menu > Filter
 - iv. <http://www.awwwards.com/> - Top Menu > Explore > By Category
 - b. For each website chosen, do screen captures of "XXL: Monitor View" and "XS: Phone View" as explained in Assignment 3.

“XXL: Monitor View”



“XS: Phone View”



Submit **2 hand-drawn website design sketches** (as shown in **video 22_002**): (20 points)

- One sketch for the **homepage** and one sketch for the **contact us** page. (10 points)
- Both sketches should be for “**XXL: Monitor View**” design. (10 points)
- Your design should include visual elements that collapse in HTML as device views change.
 - Similar to “**XXL: Monitor View**” vs “**XS: Phone View**” above.
 - For example above, 8 boxes on desktop collapse to 4 boxes on mobile.
 - **(-10 points if not)**
- Sketch paper template (use the Bootstrap wireframe templates below): (0 points if not)
 - https://leeleong.com/OtherWork/web_design_2026/examples/13_sketches_2hrs/bootstrap4_paper_for5.pdf
 - A copy of the paper template is also available in d2L.
 - An example sketch is available in D2L (for the example website, not your flower shop).
 - Print the template on letter-size paper and draw over it—**do not** use a sketchbook.
 - Scan the sketches and save as **lastname_firstname_part1_sketches.pdf**. (1 point)

Submit **10 photos** (high resolution, no reference website images) for your design. (20 points)

- Zip the images as **lastname_firstname_part1_images.zip**. (1 point)
- If the zip exceeds the D2L size limit, submit low-res images and explain in the comments.
- Ensure no copyright issues with the images.

Submission: submit 3 files to d2L.

- **lastname_firstname_part1.pdf** (5 pages report)
- **lastname_firstname_part1_sketches.pdf** (2 design sketches)
- **lastname_firstname_part1_images.zip** (10 photos)

Final Project - Part 2 submission instructions

Submit the following **2 files** to the D2L digital dropbox:

1. **index.psd** and **contact-us.psd** for your site mock-up. (you do NOT need to slice, similar to what is produced after **video 22_013**).
 - a. Download the Bootstrap 4 Grid PSD template from
 - https://leeleong.com/OtherWork/web_design_2026/examples/21_design_prototype/Bootstrap5-withGuide-chosen.psd
 - b. A copy of the psd template is also available in d2L.
 - c. Save it as **index.psd**, then **contact-us.psd**.
 - d. Following your sketches in part 1, design in Adobe Photoshop.
 - e. Design for the **XXL screen resolution** (as shown in the example index.psd).
 - f. An example **index.psd** & contact-us.psd is available (for a sample site, not your flower shop).
 - g. Design for Bootstrap 12 column layout. (**0 points** if not).
2. These files are the design for later part 3 & 4 website submissions.
3. Your design should include visual elements that collapse in HTML as device views change.
 - a. Similar to “**XXL: Monitor View**” vs “**XS: Phone View**” above.
 - b. For example above, 8 boxes on desktop collapse to 4 boxes on mobile.

- c. **(-30 points if not)**
- 4. **Submission:**
 - a. index.psd (-50 points if missing)
 - b. contact-us.psd (-50 points if missing)

Final Project - Part 3 submission instructions

You **must** use the Bootstrap framework (**0 points** if Bootstrap not working).

Your project should be nearly complete with HTML and image files:

- Slice **index.psd** and **contact-us.psd**, export as image files.
- Build your website in **/lastname_firstname_project/**.
 - a. **index.htm** for homepage (-5 points if named incorrectly, -50 points if missing).
 - b. **contact-us.htm** the contact page (-5 points if named incorrectly, -50 points if missing).
- Add real content (no dummy text) for index.htm and contact-us.htm (5 points).
- Place Bootstrap framework files in **/lastname_firstname_project/bootstrap_dist/** (2 points).
- Put images in **/lastname_firstname_project/images/** (2 points).
- Include a **2-level dropdown navigation** (**-10 points** if missing).

Your design should include visual elements that collapse in HTML as device views change.

- Similar to “**XXL: Monitor View**” vs “**XS: Phone View**” above.
- For example above, 8 boxes on desktop collapse to 4 boxes on mobile.
- **(-30 points if not)**

Submit these 3 files to the D2L dropbox: (-2 points each if different filename)

1. **index.psd** (sliced)
2. **contact-us.psd** (sliced)
3. **lastname_firstname_project.zip** (zipped website files)

For Part 4 Submission (later):

1. Any improvements or changes
2. Any change requests from me (if any)
3. Screen capture submissions

Final Project - Part 4 (final) submission

All grading instructions from **Part 3** still apply. You **must** use the Bootstrap framework (**0 points if not**).

Submit the following **5 files** for **Part 4** to the D2L dropbox (no late submissions allowed) (-2 points each if different filename):

1. **index.psd** – Final sliced Photoshop mock-up for your site.
2. **contact-us.psd** – Final sliced Photoshop mock-up for your site.
3. **lastname_firstname_project.zip** – Your website files (zipped).

4. **lastname_firstname_screen.pdf** – Screen captures of **index.htm** and **contact-us.htm** (no dummy text, correct spelling/content).
5. **lastname_firstname_validation.pdf** – PDF of HTML and CSS validation results from (<http://validator.w3.org/>) and (<http://jigsaw.w3.org/css-validator/>) (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)**