

WEB DESIGN 2 (COM2055)

Students learn intermediate coding and software applications to produce a Web site.

You will outline, plan, create and design a purposeful multi-page website for an organization, business or for personal use. The content must be relevant to the website purpose and appropriate for the target audience.

Outcomes:

- 👤 Develop a multipage Web site
- 👤 Identify copyright restrictions and permissions and put them into practice
- 👤 Present the Web site to an audience
- 👤 Enhance Web site
- 👤 Apply consistent and appropriate work station routines
- 👤 Demonstrate basic competencies
- 👤 Identify possible life roles related to the skills and content of 'Media, Design and Communication Arts'.

Step one:

5 marks

- Identify the purpose, audience and audience needs for a Web site

Write purpose here _____

Write target audience here _____

Write audience needs here _____

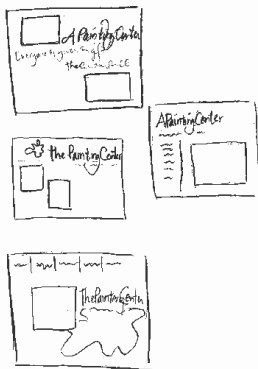
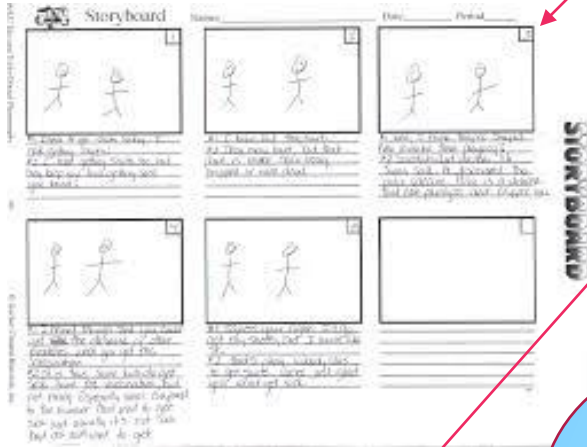
- Prepare Web page content that is relevant to the Web site purpose and appropriate for the target audience

Write web design tool here _____

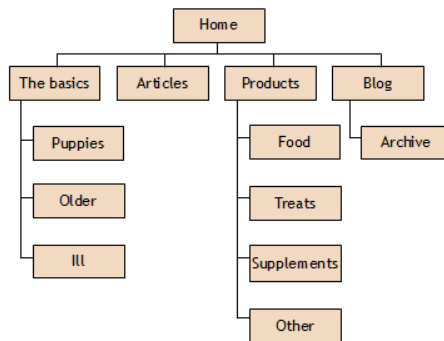
Explain why you chose this design tool. Be specific and detailed.

- ☑ Plan the Web site navigation and pages; e.g., storyboarding, thumbnail sketches, site map (samples below, select one and create a draft. This counts as part of the grade).

10 marks



You must select one of these and make one before you begin your web site online



OR

- ☐ create a Web site according to the World Wide Web Consortium (W3C) standards, (<http://www.w3.org/standards/faq#std>) including: (Select one: Dreamweaver, Weebly, WordPress, Google Web Designer)

50 marks

- ◇ pages
- ◇ text

- ◇ graphics
- ◇ basic Hyper Text Markup Language (HTML) tags to set up an HTML document, format text, add links, create tables and build ordered and unordered lists
- ◇ original navigation bars, rollover images and buttons
- ◇ image maps
- ◇ Web page templates
- ◇ basic cascading style sheets (CSS) to implement a reusable element
 - Cascading styling sheets- - info you really need to read about
 - <http://www.w3.org/Style/CSS/Overview.en.html>
 -
- ◇ importing tabular data to a Web page; e.g., copy and paste
- ◇ rich media; e.g., video, sound, animation
 - your web site must include one of the above, relevant to topic and entirely self-made
- ◇ importing and displaying content from a document and spreadsheet
- ◇ creating forms
- ◇ inserting and/or writing code with or without software
 - http://www.w3schools.com/html/html_basic.asp
 - <http://www.htmlgoodies.com/primers/html/article.php/3478131>
 - http://www.ironspider.ca/basic_html/stuffneed.htm

Step two

10 marks

- demonstrate knowledge of W3C accessibility standards

<http://www.w3.org/standards/>

<http://www.w3.org/standards/webdesign/accessibility>

- demonstrate project management tasks and responsibilities
- outline tasks and alternative strategies for Web site maintenance; e.g., in-house Webmaster, contract services

Write down info here _____

- publish site files to a local or remote server and update them when necessary

Write down your web address here

Step three

5 marks

- ◇ make sure you identify copyright restrictions and permissions and put them into practice throughout entire website. Read the following!
 - Copyright Act: Canada
<http://lois-laws.justice.gc.ca/eng/acts/C-42/index.html>
 - Copyright Terms and Conditions: Canada
<http://www.bac-lac.gc.ca/eng/Pages/terms-and-conditions.aspx>

Step four

10 marks

- make Web page development decisions based on analysis and interpretation of design specifications

Notes: _____

- consider multiple assessments; e.g., after initial creation, revisions, final version
- add the Web site to portfolio
- update Web site data (enhance)

Notes (dates and updates): _____

- modify text and text properties (enhance)

Notes (dates and updates): _____

- modify images and image properties. (enhance)

Notes (dates and updates): _____

Apply consistent and appropriate work station routines

Demonstrate basic competencies

Identify possible life roles related to the skills and content of 'Media, Design and Communication Arts

10 marks