Revised: January 20, 2016

<div align="center">ITE170 - Multimedia Software Term Project</div>

Phase 1 - Project Proposal (due November 11 for Wednesday classes, November 16 for Monday class)

In this phase, you will create a proposal for your course project. The topic of your web site must be some type of business or organization. It can be a real business/organization, an existing business/organization, a business/organization idea, or a made up business/organization. The addition of the word "organization" is intended to also include things that aren't businesses -- e.g. a non-profit organization, charity, government department, college and university or department within them, alumni groups, a local sports league, a competition (e.g. race), clubs, etc. Because your site will be a small site, you may want to do a <u>small</u> business or organization. If you need some ideas, contact me and I will give you some suggestions.

1. Answer the following questions in your proposal. There is no need to repeat the language below in your proposal (I know what I asked), or if you do, put it in a different font so I can focus directly on what you are saying.

   - **Site Topic** – What is the topic of your site?
   - **Site Purpose/Goals** - What are the goals of the site?
   - **Main Elements** – Most sites will have from 6-8 pages; What is the specific subject matter of each page in your site; in many sites, as a general rule, the subject matter of each page will be different than the subject matter of the other pages in the site
   - **Target Audience** - Describe the audience(s) for your site. The audience should be described in several ways – e.g. location, interests, sometimes age or ethnic background, and so forth.

     The purpose of specifying the goals and target audience is to help you decide on the content to be included and how that content is to be presented.

2. **Page Layout –** By layout, I mean placement within a web page (e.g. one common layout is the use of two or three columns, with or without a header and footer). You may want to draw the layout of your page using Word – one way to do this is Insert>Text Box>Draw Text Box. With a few words inside each box, identify what will be in each box. Indicate in your diagram where the navigational links will be; in many cases, each page will have links to every other page of the site. Since we haven't done Flash, you needn't describe how Flash will be incorporated into your site.

The purpose of the proposal is not to satisfy a requirement for you to do a proposal, but to force you to think through your project before you start creating pages, artwork, and Flash animations. It is also to give your client (and, in this case, the instructor) an opportunity to comment on your plan before you start spending significant amounts of time on the project.

Either attach your proposal against the Blackboard assignment or upload it to your student website and submit the URL of the file on Blackboard against this assignment.

Phase 2 – HTML Web Site (due December 2 for Wednesday classes, December 7 for Monday classes)

In this phase you will create a fully functional, professional and aesthetically pleasing website. Use Dreamweaver, another HTML editor, or a text editor; you may not use Word to generate the HTML.

Requirements:

- The expectation is that you will use Dreamweaver or another HTML editor (such as Microsoft Expression Web) or a text editor such as Notepad or Notepad++, or a similar tool for the Mac. Use of a web site builder (e.g. WordPress, Drupal, Joomla, Wix, GoDaddy, etc.) requires a written request with justification and subsequent approval by the instructor.
- Use a single external (.css) file for your entire site – that is, the same external css file should apply to all pages in your site. Online or embedded styles can be used to supplement the external stylesheet but if a style applies to more than one page, it belongs in the external stylesheet. You may have multiple stylesheets that apply to each page if there is a good reason for this that is noted in the comments within the stylesheets
- Layout should be done with CSS rather than tables or use of a linear layout   (a linear layout is one that can be achieved without the use of tables or CSS)
- If you use a CSS layout from elsewhere, specify the source of the layout and what modifications, if any, you made in the layout
- Use CSS rather than deprecated/obsolete tags and attributes
- Create 6-8 html pages in your site (you can have more)
- Apply a consistent design across all the pages in your site.
- If materials (text, images, etc.) from another website are used, include the source of the material and be detailed enough so that one can easily find the material, i.e. don't just say Google, Google images, Wikipedia, etc. You must make clear which material is from which source, and the source can be indicated on the web page such that is viewable in the browser, or as HTML comments. If the images are your own, please indicate that in HTML comments. .

- The textual content of your website must be written by you. You may include limited text from other sources as long as it is properly cited (you need not worry about citation styles)
- The file name of the first page of your site (usually the home page) should be index.html or index.htm or some other name so that the server will display the page when a URL without the file name is entered in the browser
- Include keywords and description meta tags in your pages (these typically will vary within the site depending on the page)
- Use an appropriate <title> tag for each page of your site.
- Include a navigational menu, which is consistent across the site.
- You must include at least one image in your site and use of more images will get you a few extra points
- img tags should not specify the height and width attributes; in your external stylesheet, you should style img tags in a flexible way, e.g. img { max-width: 100%; height: auto; }; this means that if you are resizing images, this will have to be done in a graphics program
- Use alternative text (alt attribute) for all non-trivial images
- Put skip navigation links as the first link on the page or use a <nav> tag to surround the navigation links
- Apply the design techniques you learned in class to create a professional, user-friendly and appealing website
- Have sufficient contrast between foreground and background so that text (including visited and unvisited links) is easily readable.
- Proof-read your content for spelling and grammar mistakes. Feel free to use Dreamweaver's spellcheck but this isn't a substitute for proof-reading.
- Upload your site to the NVCC student web server or other server.
- Once you have it posted to the NVCC student web server, test it from another computer. This will identify if you have any absolute path references in your site (e.g. references to the c drive) which won't work when others view your site. The best way to avoid these is always save a file before you create any relative reference.
- Submit the URL of your site against the assignment in Blackboard; do not attach any files

Phase 3 – Flash (due December 9 in Wednesday classes, December 14 in Monday class)

The purpose of this phase is to demonstrate your ability to use the various features and functions of Flash to create a promotional piece that is integrated into your existing HTML website.

This Flash component can be an intro, promo, commercial, training, instruction, demo, etc.

- This piece MUST be created solely by you in Flash unless you request in writing and receive written instructor approval to use another tool
- Animation should be effective and related to the content of your XHTML website
- Include (1) at least one button with button interactivity through ActionScript or JavaScript, or (2) tweening (shape, classic or motion)
- Integrated successfully into your existing HTML website – this means that either (1) the page containing the flash movie functions as a splash page (splash pages aren't commonly used these days) or there is a link from your html website to the page containing the Flash movie and in most cases, there will be other content on the page containing the Flash movie
- Layers and symbols should be given appropriate names
- There should not be extra items in the library

When you submit this phase, answer the following questions in the comments area in BB:
- What is the URL of the precise web page which contains the Flash animation?
- Are there any special features of your Flash piece that you want to point out to me, so that I don't miss them?
- If you are using any Flash features not discussed in class, provide an explanation of the features
- Attach your .fla file to this Blackboard Assignment (very important !)