

Revised: March 24, 2012

ITE170 - Multimedia Software Term Projects

Phase 1 - Project Proposal (due March 27 for Monday, March 28 for Tuesday)

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 small business or organization. If you need some ideas, come see me and I will give you some suggestions.

1. Answer the following questions in your proposal.
 - **Developer** - Identify yourself as the site developer.
 - **Site Title** - Specify a working title for the site.
 - **Site Purpose** - What is the purpose of your web site? Identify the goals of the site.
 - **Main Elements** - What are the main features (topics) of this site. What pages or sections will you include in the site?
 - **Content** - Estimate the number of pages that you will include in the site.(probably 6-8)
 - **Target Audience** - Describe the audience(s) for your site. Do you know any demographic information about your audience(s)?
2. **Page Content and Layout** – For each page in your site, list the type of information to plan to put on that page and the layout (if the layout is the same across all pages, describe this and don't put this for each page). Since we haven't done Flash yet, you don't need to describe how Flash will be incorporated into your site.
3. **Site Navigation** – Will every page link to every other page in the site, or if not, what is your plan?

The purpose of the proposal is not to satisfy some 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.

Since your Dreamweaver trial is limited to 30 days, you may create the proposal in Word and submit the Word file. However, creating the proposal in Dreamweaver or

Notepad would be good practice. **Regardless of what tool you use to create the proposal, 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 – XHTML Web Site (due April 10 for Monday, April 11 for Tuesday)

In this phase you will create a fully functional, professional and aesthetically pleasing website. Use Dreamweaver or another HTML editor to create a CSS based site. You may use the pre-designed CSS layouts or a layout of your own design. You may NOT use pre-designed templates from any other source.

Requirements:

- A logo you create yourself
- Use a single external (.css) file for your entire site - inline 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
- Create 6-8 html pages in your site (you can have more)
- Apply a consistent design across all the pages in your site.
- Sources page - If any copyrighted materials are used, include a statement that "*Certain materials are included under the fair use exemption of the U.S. Copyright Law and restricted from further use*". On this sources page, you will also include a citation for each source used. You need not worry about citations styles, but they must identify the original source of the material (e.g. an image) and be detailed enough such that one could easily find the image on the internet; i.e. don't say Google images.
- 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)
- Use an appropriate <title> tag for each page of you site.
- Include a navigational menu, which is consistent across the site.
- Use alternative text (alt attribute) for all non-trivial images.
- Apply the design techniques you learned in class to create a professional, user-friendly and appealing website.
- Post your site to the NVCC student web server.
- Test your site using several browsers. 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.
- 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.

- Submit the URL of your site to Blackboard and attach the logo in its native file format (.png if created in Fireworks, .psd if created in Photoshop)

Phase 3 – Flash (due April 24 for Monday, April 25 for Tuesday)

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 XHTML 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 at least one button with ActionScripting
- Integrated successfully into your existing XHTML website

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?
- Attach your .fla file to this Blackboard Assignment