

# Final Project Requirements

CIS233DA, fall 2011

**175 points**

## Technical (40 points)

- At least 5 pages
- Each page includes a descriptive title
- All links work
- Aesthetically change the appearance of links on mouse hover.
- With very few exceptions, All formatting should be created using styles (exceptions might include bolding or italicizing a word)
- All styles have meaningful names. No “style1”, “style2”, etc.
- Layout should be created with styles – you may add some tables inside div tags as needed (e. g., for the bottom navigation bar or inside the footer).
- You must reuse some of your styles; therefore you must have one or more external style sheet (.css file).
- Demonstrate correct use of descendent styles, e.g. #banner h1
- Demonstrate use of one or more Dreamweaver behaviors
- A Form
  - Includes: text boxes, Radio Buttons and/or a Select (drop-down list) box.
  - You may use a Table to layout the form.

## Home Page (20 points)

- Loads quickly** - with-in 4 seconds or less
- Grabs attention**, or hooks the user quickly
  - Can be scanned** and understood quickly
  - Emphasizes main goals** of your site
  - Distinguishes** your site from other similar sites
  - Makes the user want to further explore the site
- Sets a theme for the site:
  - common background colors
  - a logo and/or a banner that will appear on each page
  - establishes the formatting and/or location of the internal links

## Sub Pages (15 points)

- Maintains a consistent look and interface with other sub-pages and to a lesser degree with the Home Page
- All link back to Home Page
- Link to one another if justifiable
- Maintain the 3-click rule (users should be able to get the information they want with-in 3 clicks from the Home Page).

## Content (20 points)

- Chunk Content**, for example:
  - use lists instead of paragraphs when possible;
  - use sub-headings and whitespace to separate text
- User Needs**
  - give users what they **want** to know
  - give users what they **need** to know, e. g. product, pricing, and ordering information – make the site useful
  - stay on topic
  - Give your audience what **you want** them to know about your organization.
  - Write simple Make the content concise yet clear – say more with less, but don't think your users are idiots
- Use Proper Grammar and Spelling** – Proofread your work

## Usability (15 points)

- Important content is “above the fold”** - user doesn't have to scroll down to see
- All links are easy to see and locate
- Works in most popular browsers
- Headings, content, or graphics that are not links **should not in any way look like** links
- Main navigation bar*
  - appears in same location through-out site

## Aesthetics/Professional Appeal (15 points)

- Colors
  - avoid colors that are annoying or “painful” to look at (e. g. red text on a bright yellow background)
  - if possible, use colors that reflect or “set the mood” for the content/message of the site
- Graphics and Sound
  - Doesn't include superfluous graphics. Doesn't include unnecessarily large graphics files
  - Doesn't include graphics, or sound that will likely irritate or disorient the user
  - In general graphics help communicate a goal or establish a theme or convey information (e.g. pictures of products)

## Additional Concepts or Techniques (25 points)

### Technique(s)

If you select something that was not covered in class you will receive more points - you will need to learn about it on your own.

*Examples:*

Photo Gallery	Spry Tabbed Panels
Rounded Corners	Google Analytics
Sub-menus	Use IF logic to determine if the browser is Internet Explorer
Spry Collapsible Panel	Other – check with me
Spry Accordion	

## Presentation (25 points)

- 5 to 7 minutes
- Organized
- Talk about the goals of your site, briefly talk about the content
- Talk about the technical and aesthetic aspects of your site, for example:
  - How did you layout the pages – 2 column? 3 columns? Which elements are floated, did you use any absolutely positioned layers? Is there a reason behind your color selection?
  - Why did you use the graphics you did?
  - How did you organize your styles – show us your style sheet
  - Discuss any techniques you used that were not covered in class – how did you find out about them?
  - Did you do anything unique or interesting to grab attention
  - Did you test your site in more than one browser? If so what differences did you notice?