

Task #1

PAGE DESIGN & PRODUCTION (Self-Promotion Site)

50 Points

Terminology

résumé

A résumé or curriculum vitae is a document containing a summary or listing of relevant job experience and education, usually for the purpose of securing a new job. Often the résumé is the first item a potential employer encounters regarding the job seeker, and therefore a large amount of importance is often ascribed to it.

Portfolio

a set of pieces of creative work collected to be shown to potential customers or employers ; a systematic and organized collection of a student's work that exhibits to others the direct evidence of a student's efforts, achievements, and progress over a period of time

Promotion

A message issued in behalf of some product or cause or idea or person or institution; "the packaging of new ideas"

You will plan a personal portfolio or promotional website and produce at least three pages (separate html files) of the site. You will be linking to this site from the client site you will create [Check out this [example](#)—Notice the link in the lower right.]

PROCEDURE:

1. Outline the content of the site before beginning to produce it. Create your list, which could include"
 - o home / core page
 - o resume / personal information (hobbies, family, interests)
 - o professional background / training
 - o education
 - o computer graphics samples / portfolio material
2. Produce a flowchart showing all links. This is not difficult for a 3-page site, but show all the **potential** pages that could be created for this site and how they would be related (including external links). Again, you only need to fully develop 3 pages.
3. Mockup each of your 3 pages
 - o Create several sketches of potential layouts. These will be submitted with your project.
 - o Create a mockup in the graphic editor of your choice (Photoshop, Illustrator) of your best design. This will be submitted with your project.
4. Produce the final HTM files in Dreamweaver using the **Image Table method**.
5. Build the site and load it to your web space.
6. Submit web site flowchart, mockups, and other planning documents.
7. Post the link to your site on your Projects Management page.

GRADING CRITERIA:

This assignment is worth 50 points and will be graded according to the criteria below.

	Points
Required	10
<ul style="list-style-type: none">• 3 pages (2 points per page)• planning documents (flowchart, lists, mockup) (4 points)	
Design	15
Well thought out architecture, navigation, organization, content	
Excellent = 15-13 Good = 14-11 Average = 10-7 Below Average = 6-4 Poor = 3-1	
Craftsmanship	15
Functional, follows rules of layout design and typography	
Excellent = 15-13 Good = 14-11 Average = 10-7 Below Average = 6-4 Poor = 3-1	

Overall Presentation**10**

Documents and pages are professionally produced and complete.

Excellent = 10-9 Good = 8-7 Average = 6-5 Below Average = 4-3 Poor = 2-1

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Objective/Criteria	Performance Indicators			
	Seriously Lacking	Needs Improvement	Meets Expectations	Excellent
Required	(2 points) No documents, only one page produced.	(5 points) Most documents missing.	(8 points) Only a page or some of the documents missing.	(10 points) All planning documents (flowchart, lists, mockup) were included; at least three pages were produced.
Design	(8 points)	(10 points)	(12 points)	(15 points) Information architecture is well thought-out; Navigation, organization, content all designed following usability concepts, web standards and design principles.
Accuracy & Craftsmanship	(8 points)	(10 points)	(12 points) At least one dysfunctional feature (e.g. broken links), misspellings or failure to keep a consistency throughout the site.	(15 points) Everything works; well organized; all techniques, elements work well together.
Overall Presentation	(4 points)	(6 points)	(8 points)	(10 points) All documents are professionally produced, complete.
				out of 50 points