

Task 3

OVERVIEW

Following the planning documents and utilizing the ongoing input from the client, develop the pages of the web site for final implementation.

Terminology

Branding

A collection of experiences and associations connected with a service, a person or any other entity; symbolic construct created within the minds of people and consists of all the information and expectations associated with a product or service

Branding Board

The collection of assets and specifications associated with branding or a brand (traditional tacked up on a board). See [example](#) here.

Procedures (Agenda)

1. Establish a Project Management Page for your client, including contact information. (Choose a method(s) for communicating—email, blog, listserv, Client PMP, phone, meetings—and post links there to the archived messages.)
2. Contact your client, introduce your team, set an appointment and method for an initial client meeting—in person, via chat, or phone conference. [You may want to use the memos above as inspiration for the letter/memo/email that you will send to them. It is important that you be as professional as possible.]

After your first meeting with the client, begin working on your [Planning Documents](#), (Task 2) which is worth 25 points of the final score.

Documents required from you for this assignment will be:

- **Statement of Purpose**—why does the web site exist?
 - **Vision Statement (Scope Definition)**—how much detail to be included? What are the definable, measurable goals for the website? What can the business and the website become?
 - **Audience Definition**--profile of customers / visitors, including both their demographics and psychographics.
 - **Requirements Document**—list of assets, background information needed.
 - **Site Outline**—listing content on each page with names of content files.
 - **Flowchart**—showing all links, names of html files for each page, and title of each page.
 - **Pencil sketches and mockups**—showing navigation interface
 - **Title Block**—Project page designs and flowchart.
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3. Finalize your list of items to be included in this project. (Gather / create / edit all additional material to be used—copy and graphics)
 4. Make sure that you have cleared your plan with the client by completing and submitting for approval all of the documents required by Task #2. *If you have any doubts about any of your ideas fulfilling the requirements of Task #2, contact the Director.*
 5. Complete a Branding Board—a web page linking to and/or showing assets and specifications associated with the branch—and post it to your site with a link on your Projects Management Page. These items would be included in the Assets, Snippets, and CSS panels of Dreamweaver:
 - Images
 - Colors
 - Links
 - Flash
 - items
 - Shockwave
 - items
 - Movies
 - Scripts
 - Templates
 - Library
 - Stylesheets
 - Snippets

A Branding Board is a convenience and a reference to both the design team and the client.

6. Review your planning documents and decide on the methodology for creating your pages (frames, tables, layers, templates or a combination of them).
7. Create the styles to be used on your site. (ALL copy must be styled using CSS)
8. Build (finalize) the mockup for the home page and other level pages with the graphic editor of your choice (Illustrator, Photoshop—a page layout application like InDesign could also be used).
9. Create the look and structure the functionality of your navigation (specified by the flowchart).
10. Build your pages keeping the design and branding consistent.
11. Properly link the pages.
12. Optimize all content, especially all graphics.
13. Make sure the site meets the standards of accessibility (alt tags, proper colors, text for media, etc.)
14. Test your web site.
 1. For proper rendering on leader browsers
 2. For broken links
 3. For accessibility

** NOTE: Don't get caught up in trying to do fancy things on your web site that we haven't covered, it will only hurt you if they don't work properly. Load your site up on another computer and take a look at it before submitting it. Avoid having to say "but it looked great on my computer at home!" You will be graded on what is viewed on the instructor's machine, not what it looks like on your home or office computer.*

Submissions

Post links to your project on your Projects Management Page (site map, home page, branding board).

RESOURCES

Example of a branding board—[Netland Memorial Hospital Branding Board](#)

Evaluation Criteria:

Instructor Evaluation		60
Requirements—all deliverables submitted	Score	15
Participation & Presentation (quality and quantity—see questions below)	Score	15
<ul style="list-style-type: none"> • Communications recorded • Milestones established <ul style="list-style-type: none"> • Weekly reports 		
Accuracy	Score	15
Quality of Branding / Design / Typography	Score	15
Industry Professional Evaluation		25
Usability	Score	15
Web Standards	Score	10
Personal Evaluation		15

ADDITIONAL FEATURE IMPLEMENTED

Suggested Features

- eCommerce
- Social Networking
 - Instant Messaging
 - Facebook
 - MySpace
 - LinkedIn
 - Twitter
- Site Search

- Online Registration
- Photo Gallery
- Flash Animation
- Blog
- e-Cards
- Guestbook
- Bulletin Board or Discussion Forum
- Streaming Media
- Language Translation
- DHTML Interactivity
- Complex Rollover
- AJAX script

OVERVIEW

Include / incorporate a feature on your client's web site that goes beyond what is explained in any of the exercises in the textbook.

REQUIREMENTS

Deliverables

- A statement on the purpose of the feature, why it was chosen, how it was executed.
- At least one page demonstrating / incorporating the feature.

RESOURCES

dhtmlgoodies.com—a library of DHTML and AJAX scripts

managementhelp.org—basic guide to e-commerce

DynamicDrive—top site to obtain free, original DHTML & Javascripts to enhance your web site

DEBRIEF

Evaluation Criteria:

Points

Requirements	5
Statement submitted	
Appropriateness	5
How well is the feature meaningfully incorporated into the page / site purpose?	
Functionality & Execution	15
Works successfully, no glitches. Seamless.	

A total of 125 are possible