

Revised: October 24, 2011

ITE170 - Multimedia Software
Term Projects

Phase 1 - Project Proposal (due 11/1)

In this phase, you will create a proposal and flowchart 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.
 - **Post your proposal as a webpage and submit the URL to me in Blackboard.**
 - **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. **Initial Site Map** – create a flowchart which indicates the topic of each page and the linkages between pages. See this example
<http://www.webhostdesignpost.com/website/websitestoryboarding.html>

Phase 2 – Web Graphics (due 11/15 – the purpose of the two week gap after Phase 1 is so that projects can receive instructor comments before graphics work begins)

Use the skills that you have learned in Fireworks to create the following images that could be used in your course project.

All images should be cohesive and complement each other well. They should follow the same theme (color schemes, sizing, look and feel). Part of your grade will be based on

how clean, appealing and professional the images look. You want to represent your company/organization well.

Create each of the following images.

- logo - Save as logo1.png.
- banner/s (an image that runs horizontally on the top or vertically on the side of a web page). Save as banner1.png.
- background (in web pages, background images are repeated like tiles, so your image should be small and not distracting). Save as background1.png.
- Upload each image to the Blackboard submission box (do NOT zip them).

Phase 3 – XHTML Web Site (due 11/22)

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:

- Use a single external (.css) file for your entire site rather than inline or embedded styles
- 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. Citations must identify the original source of the 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 cannot copy text from other sources. 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)
- 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.

Phase 4 – Flash (due 12/6)

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
- 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 your website, answer the following questions in the comments area in BB:

- What is the URL of your website on the NVCC web server?
- 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