

Name:

Date:

Block:

Web Design: Business Site Project

Purpose: You will be developing a large business site. The purpose of this website is to demonstrate your knowledge of HTML and web design elements.

Directions: You will have benchmark deadlines throughout the semester to ensure you remain on track with your website development. Create a folder on your flash drive in your website folder called BUSINESSSITE. All related files must be stored in this folder. You may make additional folders as necessary to organize your files within the BUSINESSSITE folder. At the end of this project, you will present this website to your peers and also to members of the Northside H. S. Staff. There are 4 phases to the Business Site Project assignment.

Phase I: Topic Identification & Research **25 pts**

Phase 2: Well developed Outline & Neatly organized Storyboard **100 pts**

Phase 3: Design, Coding & Content Requirements **225 pts**

Phase 4: Formal Presentation **100 pts**

Total Project: 450 pts

IT-FWD-3 Create documents using a variety of tags following coding practices commonly used to create web pages. IT-FWD-4 Create and use graphics to enhance web pages using a variety of tools. IT-FWD-5 Define and apply essential aspects of the Cascading Style Sheets to format elements within a web site. IT-FWD-6 Use (Graphic User-Interface) GUI-based HTML editing software to create web sites. IT-FWD-7 Develop an understanding of e-commerce practices and related technologies necessary to create a secure, useful interface to conduct business online.

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Phase I: Topic Identification & Research

You are to develop a Business that you would like to create a website about (this is not a current business). Your site can mimic a real world business. However, you will be developing a business title, logo and color scheme/ design.

Identify 3 topics you would like to develop into a business. These topics can range from computer parts and accessories, food items, fashion retail, etc. You are to research each topic. Gather information you would need to develop this topic into a web site.

1. _____
2. _____
3. _____

Notes:

Final Topic Selection: _____

Name of Business Site: _____

Phase I Grade: _____/25 pts.

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Phase 2: Outline & Storyboard

Based on your research, you need to identify the pages that will develop into your site. Your site is required to have a total of 8 pages. You are permitted to have additional pages, if time permits. Students will develop an Outline containing the research they have collected. The final document **must** be in outline format with appropriate titles and names.

In addition, you will be developing a storyboard matching your outline. The storyboard must contain all pages of your site. You must have the title of the site neatly **printed** and displayed at the top of the poster. You must have a digital copy of the storyboard. You can use PowerPoint or Storyboardthat.com. If using PowerPoint, each slide will represent a page. When complete, each page should be printed to an appropriate size and displayed on a poster board. It is suggested that you use the planning time given to appropriately design the layout. Each page must contain the site name (business name) and title of that page, along with the layout for that page and the navigation bar. You will need to include a slide that notes and displays the color scheme of your company and the font selection you are choosing. To earn full credit, this storyboard must be neat and organized!

Outline grade: _____ / 40 pts.

Storyboard grade: _____ / 60 pts.

Phase 2 Grade: _____ / 100 pts.

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Phase 3: Content Requirements

The following content must be included in your Business Site:

Site Requirements	Points Possible	Points Earned	Comments:
8 pages & Content: keywords, last updated (all pages), email link (all pages), titles (tab)	50		
Consistent navigation bar on every page	10		
Appropriate Color Scheme	10		
Use of templates	20		
Use of CSS: Internal or External	20		
Incorporate Form & Form Objects (minimum) Check Boxes (2) Radio Buttons (2) Text box (2) List Menu (1) Reset Button Submit Button	10		
Appropriate Images/ products on each page (6) (name, hyperlink, alt text, roll over images)	25		
Tables (3)	15		
Multimedia: Audio (Radio type commercial) or video commercial advertising business. Appropriate content and well organized and edited. 30 seconds	30		
Mechanics: Spelling, Grammar, Punctuation, Correct Content, etc.	20		
Site Layout, usability and readability	15		
Total:	225		

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Phase 4: Formal Presentation:

The following rubric will be utilized to score the formal presentation of your web site.

Requirements	Possible Points	Points Earned	Comments:
Introduction & Closing <ul style="list-style-type: none">Your nameSite NameWhy you choose this business topicDraw presentation to conclusionThank audienceAsk for Questions	10		
Address Audience <ul style="list-style-type: none">Speak audibly and vary volumeControl pacingAppropriate Body languageEye Contact	40		
Knowledge of Content & Web Design (Clearly communicated knowledge of topic) <ul style="list-style-type: none">Color SchemeImage selectionLogoTechnicalities of site (templates, css, etc.)	40		
Professional Appearance	10		
Total:	100		

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