IT 270 Final Project Guidelines and Rubric

Overview

The role of a web developer has changed over the years. Today, entry-level and junior web developer positions require the designer, at a minimum, to have experience writing in HTML and CSS. Additionally, web developers must be adept in their interactions with users, programmers, and others in order to effectively develop professional, easy-to-use websites that meet the needs of their stakeholders. In this way, today's web developers must possess more than just the technical skills for constructing websites.

The final project for this course is the creation of a **website**. In this project, you will utilize the skills you have developed throughout this course and apply them to the following scenario: You have been approached by your uncle, who has requested your help in developing a website for his small business. He has asked for a visually appealing website that will need to have tables, forms, as well as a variety of multimedia elements. You will create at least five pages in total, including a home page and an About page where you will explain the intent of the website, defend your aesthetic decisions, and explain your future plans for the site.

The project is divided into **three milestones**, which will be submitted at various points throughout the course to scaffold learning and ensure quality final submissions. These milestones will be submitted in **Modules Two, Three, and Five.** The final product will be submitted in **Module Seven.**

In this assignment, you will demonstrate your mastery of the following course outcomes:

- Determine cohesive, high-level website designs with organized page layouts, logical navigation paths, and visually pleasing aesthetics
- Integrate effective, basic multimedia website elements that promote desired user experiences
- Apply website development languages accurately and consistently to achieve intended formatting and layouts and ensure compatibility
- Justify plans to website design choices and functionality based on customer or clients' needs

Prompt

Specifically, the following **critical elements** must be addressed:

I. **Overall Design**
   A. Is the website clean, professional, and **visually appealing**? Does it apply a viable color scheme? Is the designer's information and other branding appropriately displayed on each page?
   B. Are the tags, formatting, and features **consistent** throughout the website?
   C. Are all of the website elements **organized** logically on the page for proper visual appearance?
   D. Is the **navigation** between the pages and to external sites logical?

II. **Website Elements**
   A. Does the website include appropriate, effective **tables**?
   B. Does the website include appropriate, effective **forms** (at least one form with list features)?
   C. Does the website include appropriate, effective **multimedia elements** (at least one example of video and images)?

III. **Website Code and Compatibility**
   A. Do the tables, forms, multimedia, and hyperlinks **function and display** properly?
   B. Is each page **consistent in syntax and style** (HTML and CSS) throughout?
   C. Does the website include an externally linked, properly formatted **CSS style sheet**?
   D. Is the website coded properly for reasonable **compatibility** with all major web browsers?

IV. **About Page**
   For your About page, take into consideration your intended audience and who may, in the future, be visiting this page as you respond to the following:
   A. **Documentation of the Development Process**
      Explain to your audience the intent and purpose behind this website. What steps did you take in creating the website that ensured you met your objectives?
   B. **Defense of the Final Product**
      Why did you make the specific design choices that you did? For each of your website's pages, explain your rationale for the overall design, as well as the individual components (colors, typography, etc.). Support your choices with evidence of your consideration of the end user. What did you do to make your website engaging, professional, and easy to use?
   C. **Opportunities for Improvement and Growth**
      Finally, explain what else you might like to do with this website in the future. What could you have done differently if you had more time or resources? What sorts of content, capabilities, pages, etc. might you want to include in future updates?

Milestones

Milestone One: *Initial Site Planning*
In **Module Two**, you will submit a plan for the design of your site, including the identification of your purpose and intended audience. **This milestone will be graded with the Milestone One Rubric.**

Milestone Two: *Site Structure and Navigation*
In **Module Three**, you will submit a wireframe sketch showing the structure and navigation of your website. **This milestone will be graded with the Milestone Two Rubric.**

Milestone Three: *Site Aesthetics*
In **Module Five**, you will submit a description of your site's aesthetics, including the page design template, color palette, and typography. **This milestone will be graded with the Milestone Three Rubric.**

In **Module Seven**, you will submit your final project. It should be a complete, polished artifact containing **all** of the critical elements of the final product. It should reflect the incorporation of feedback gained throughout the course. **This submission will be graded with the Final Project Rubric.**

Deliverables

Milestone	Deliverable	Module Due	Grading
One	Initial Site Planning	Two	Graded separately; Milestone One Rubric
Two	Site Structure and Navigation	Three	Graded separately; Milestone Two Rubric
Three	Site Aesthetics	Five	Graded separately; Milestone Three Rubric
	Final Website	Seven	Graded separately; Final Project Rubric

Final Project Rubric

Guidelines for Submission: Website must be at least 5 pages, including the home page and About page. As you finalize elements of your site, remember to include basic comments in your code that identify how your work in the milestones and instructor feedback informed key features or function choices on your site.

Instructor Feedback: This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review these instructions.

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Overall Design: Visual Appeal	Meets "Proficient" criteria, and the overall visual aesthetic reflects insightful, creative website design	Website is clean, professional, and visually appealing, including a viable color scheme and branding	Website has gaps or noticeable issues with the visual aesthetics that may disrupt aspects of the user experience	Website has significant issues with the visual aesthetics that completely impede the intended user experience	5.94
Overall Design: Consistency	Meets "Proficient" criteria, and the tags, formatting, and features are fully cohesive throughout the website	All tags, formatting, and features are appropriately consistent throughout the website	There are gaps or noticeable issues with the tags, formatting, and features throughout the website	There are significant issues in the consistency of the tags, formatting, or features that completely impede the intended user experience	5.94
Overall Design: Organization	Meets "Proficient" criteria, and website element organization reflects insightful, creative website design	Website elements are organized logically on each page for proper visual appearance	Website elements are not consistently and logically organized on each page, impacting the visual appearance	There are significant issues with the organization of website elements that completely impede the intended user experience	5.94

Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Value
Overall Design: Navigation	Meets "Proficient" criteria, and website navigation is fully intuitive	Website navigation between the pages and to external sites is logical	Website navigation between pages and to external sites has gaps in the logic	There are significant issues with the website navigation between pages or to external sites that completely impede the intended user experience	5.94
Website Elements: Tables	Meets "Proficient" criteria and demonstrates advanced skills in developing website elements	Website includes appropriate, effective tables	Website includes tables, but not all are appropriate or effective	Website does not include tables	7.92
Website Elements: Forms	Meets "Proficient" criteria and demonstrates advanced skills in developing website elements	Website includes appropriate, effective forms (at least one form with list features)	Website includes forms, but either does not include a form with list features or not forms all are appropriate or effective	Website does not include forms	7.92
Website Elements: Multimedia Elements	Meets "Proficient" criteria and demonstrates advanced skills in developing website elements	Website includes appropriate, effective multimedia elements (at least one example of video and images)	Website includes multimedia elements, but either does not include at least one example of video and images or not all multimedia elements are appropriate or effective	Does not include multimedia elements	7.92
Website Code and Compatibility: Function and Display	Meets "Proficient" criteria and demonstrates advanced proficiency in applying website development languages	Tables, forms, multimedia, and hyperlinks function and display properly	Not all tables, forms, multimedia, and hyperlinks function and display properly	There are significant issues with the function and display of tables, forms, multimedia, or hyperlinks that completely impede the intended user experience	5.94
Website Code and Compatibility: Consistent Syntax and Style	Meets "Proficient" criteria and demonstrates advanced proficiency in applying website development languages	Each page is consistent in syntax and style (HTML and CSS) throughout	There are minor gaps in syntax and style (HTML and CSS)	There are significant issues with the code syntax and style that completely impede the intended user experience	5.94
Website Code and Compatibility: CSS Style Sheet	Meets "Proficient" criteria and demonstrates advanced proficiency in applying website development languages	CSS style sheets are appropriately used three different ways (external, internal, and inline)	CSS style sheets are used, but not in three different ways, or those that are used are inappropriate	There are significant issues with the CSS style sheets that completely impede the intended user experience	5.94
Website Code and Compatibility: Compatibility	Meets "Proficient" criteria and demonstrates advanced proficiency in applying website development languages	The website is reasonably compatible with all major web browsers	The website is not reasonably compatible with one or more major web browsers	There are significant issues of compatibility that completely impede the intended user experience	5.94

About Page: Documentation of the Development Process	Meets "Proficient" criteria and demonstrates particularly sound website design decision-making	Explains the intent and purpose behind the website and steps taken to ensure the objectives were met	Explains the intent and purpose behind the website, but explanation is cursory, or does not explain steps taken to ensure the objectives were met	Does not explain the intent and purpose behind the website	7.92
About Page: Defense of the Final Product	Meets "Proficient" criteria and demonstrates particularly sound website design decision-making	Defends the final website by comprehensively explaining the rationale with specific evidence, screenshots, and excerpts of code with annotations	Defends the final website, but does not comprehensively explain the rationale with specific evidence, screenshots, or excerpts of code with annotations	Does not defend the final website	7.92
About Page: Opportunities for Improvement and Growth	Meets "Proficient" criteria and demonstrates a sophisticated understanding of the various options within website design	Offers substantive options for further improving or customizing the website with specific examples	Offers options for improvement, but lacks substance or specific examples	Does not offer options for improvement	7.92
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	4.96
				Total	**100%**