Website Development

IT117-UNIT 1 WEBSITE PLANNING

Welcome!

Professor Betsy McCall

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Office hours are by appointment

Email me with questions for the fastest response. Virtual Office thread is not checked as often and should not be used to discuss grades, assignment details, or personal topics.
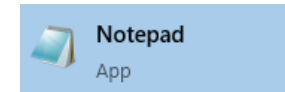
Syllabus

Read the syllabus carefully. You are responsible for all information within the syllabus. Contact me with any questions.

Review course material requirements:

For units 2-9 you will need
- MS Notepad (Windows)
  or
- TextEdit (Mac)

NO SUBSTITUTIONS

Note: If you are on a Mac and using TextEdit, be sure to set up your application prior to unit 2. https://support.apple.com/guide/textedit/work-with-html-documents-txted0b6cd61/mac

Syllabus Cont.

Read the syllabus carefully. You are responsible for all information within the syllabus. Contact me with any questions.

Review course material requirements:

- You must have MS Word for written assignments
- You will use an image editor (discussed more in Unit 4)
  - No specific editor required
- All reading assignments are eBooks accessible via the O'Reilly database in the Library

Discussion

Posts made early or late (before or after the current unit) will not count for credit

❑**Minimum three posts per unit**
- Must post on three different days throughout the unit
- Unit is 12:00am ET Wednesday through 11:59pm ET Tuesday

❑**Initial post**
- Must respond to entire topic/all questions
- Posted no later than Saturday
- Free of spelling/grammatical errors
- **Must include a reference**

❑**At least two replies to classmates**
- Replies are free of spelling/grammatical errors
- Replies further the discussion
- No minimum word count requirement

Seminar

- All Seminars are Graded (Units 1-10)

- Log into the Seminar via the calendar tool in the course room
  - You can also access the room via the More Tools tab
  - Recording is available approximately 1 hour after the session ends

  I do not require a certain number of entries but do expect to see participation throughout the session

- Alternate assignment
  - Written summary of recorded seminar
  - Due by 11:59pm ET Tuesday at the end of the unit for full credit

  No minimum word count requirement for alternate assignment – should indicate that you viewed the entire hour

Quizzes

This course has three graded quizzes		
Unit 4 quiz covers material from Units 2-4	Unit 6 quiz covers material from Units 5-6	Unit 8 quiz covers material from Units 7-8

*Everything you need to know for the quizzes will be in the assigned reading and/or presented in the seminars. You will also be provided a study guide for each quiz.

Assignments

- Assignments are due 11:59pm ET Tuesday of each unit
  - 10% deduction for each week late
  - ***Not accepted after two weeks late**

- **Final assignment is due Tuesday of Unit 10 and will not be accepted late**

- Recommend waiting until after seminar to submit assignments
  - Seminars will explain assignment instructions and requirements and will include examples
  - Any special instructions will be provided during the seminar

*Units 2-9 Assignments will require the use of the Purdue Web Server. You will receive an email from the Server giving you access. Save the email so you can access it easily in Unit 2.

Emails are usually sent Friday of Unit 1 but may come as late as Monday of Unit 1. The emails will be sent to your Purdue email accounts only. They will not be sent to your personal email accounts. We will review how to use your Server accounts in the Unit 2 seminar.

Calendar

Assignment	Due	10% Late Penalty	20% Late Penalty	No longer accepted
Unit 1 Assignment	**Jan 10**	01/11-01/17	01/18-01/24	January 25th
Unit 2 Assignment	**Jan 17**	01/18-01/24	01/25-02/07	February 8th
Unit 3 Assignment	**Jan 24**	01/25-02/07	02/08-02/14	February 15th
Unit 4 Assignment and Unit 4 Quiz	**Feb 7**	02/08-02/14	02/15-02/21	February 22nd
Unit 5 Assignment	**Feb 14**	02/15-02/21	02/22-02/28	March 1st
Unit 6 Assignment and Unit 6 Quiz	**Feb 21**	02/22-02/28	03/01-03/07	March 8th
Unit 7 Assignment	**Feb 28**	03/01-03/07	03/08-03/14	March 15th
Unit 8 Assignment and Unit 8 Quiz	**Mar 7**	03/08-03/14	03/15-03/21	March 22nd
Unit 9 Assignment	**Mar 14**	03/15-03/21	N/A	March 22nd
Unit 10 Assignment	**Mar 21**	N/A	N/A	March 22nd

*Remember posts made to the discussion after 11:59pm Tuesday of the unit do not count for credit

Unit 1 – Website Planning

- Website Planning
  - APA Title Page
  - Description of topic
  - Target audience
  - Defining the purpose of the website
  - Defining the goals of a website
  - Identifying a website color scheme
  - Determining website page content
  - Defining linkage (navigation) of website

Must use provided worksheet for this assignment

APA Title Page

Worksheet title page (APA 7ᵗʰ Edition)

Title of Document

Student Name

University Name

Course Name

Instructor Name

Date

Description

Usually begin with a consultation

Understand values and mission

Explore desired theme and emotional response

Assignment:

- Requires 100-200 words
- Must include restaurant name

Target Audience

Who do you expect to visit your website

Demographics

Specific niche-related details

Website Purpose and Goals

Purpose

- Why am I developing this website
- Large scale (big picture)

Goals

- What do I hope to accomplish through this website
- What might be improved as a result of the website
- Short term and smaller scale

Website Color Scheme

At least two colors

Web safe colors

Black and white are assumed and are not included in the color scheme

Colors should be complementary (contrasting)

Consider readability and accessibility

Helpful Links:
https://www.giacomo.page/en/colorwheel/wheel.php
https://color.adobe.com/create/color-accessibility

*Delete highlighted instructions once section is completed

Website Content

- Information about the business, individual, or organization
  - Text content (paragraphs)
  - Lists

- Other website page elements
  - Logo graphics
  - Navigation bar
  - Tables of tabular data
  - Interactive forms
  - *Photos

- *There are many other elements that might be included in a website, but they are beyond the scope of this course and will not be used.*

- ***Since this is an imaginary restaurant, social media links, Google Maps, and other real-world business elements will not be included.***

Assignment Examples:

➤ *The About Us page will contain the logo and text content about the restaurant.*

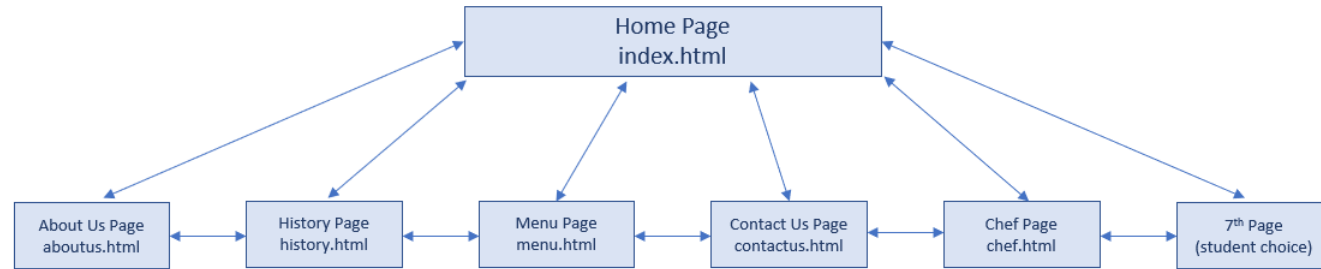➤ *The History page will contain a navigation bar and logo.*

Any photos added to the website must be photographed by you and cannot appear elsewhere online. No outside or published images allowed.

Website Linkage

- Global navigation
  - Navigation links appear in the exact same order on every page
  - Navigation bar appears in the exact same place on all pages
  - A link to every page is included on every page

  _____

  - You will have the following pages in your website:
    - Home page (index.html)
    - About Us page (aboutus.html)
    - History page (history.html)
    - Menu page (menu.html)
    - Contact Us page (contactus.html)
    - Chef page (chef.html)
    - 7th page of your choice (i.e., reservations, survey, links, reviews, etc.)

Website Sitemap Diagram

Notes:

1. The home page is on top as a level one page. All other pages must be level two pages in a single row below the home page. No level three pages allowed.

2. Double sided arrows must be used to show linkage in global navigation.

3. Name of page is included for each page as well as the file name. No capital letters allowed in file names and all files have the .html extension.

Do not use the sample diagram provided within the course as an example, as it does not meet the rubric requirements.

Unit 1 Assignment

- Complete the website planning worksheet provided
  - Include title page formatted in APA format
    - Use provided template
  - Write a description of the restaurant (100-200 words), including the restaurant name
  - Identify the target audience, purpose, and goals of the website
  - Identify a color scheme for the website
    - Include two (2) contrasting/complementary colors, in addition to black and white
  - Complete the content section
    - Write one complete sentence for each page identifying at least two elements that will be on the page
      - Examples of elements include text, navigation bar, logo, table, form, and image/photo
        - **Text is one element, regardless how many topics the page contains**
    - Include a short description of page
    - Ensure the pages in the content section are the same as the pages in the sitemap diagram
  - Complete the sitemap diagram
    - Follow the sample provided in seminar
    - Include double sided arrows to indicate linkage

Be sure to check all spelling and grammar prior to submitting

Assignment Submission

Save the worksheet and sitemap diagram

Be sure your name appears in the name of the document(s)

Attach to Unit 1 Assignment Dropbox

Wrap-Up

- Review the syllabus and course requirements

- Email me with any questions throughout the week

- Post your initial response to the discussion no later than Saturday — Don't forget to include at least one reference in your initial post

- Be sure to correctly complete the content section of the worksheet — Don't forget to submit the sitemap diagram with your completed worksheet

- All Unit 1 work is due by 11:59pm ET Tuesday