

Name \_\_\_\_\_

Desktop Publishing/Web Design Project: On-Line Catalog

Design Problem: Design a website using HTML (GOLive) and JavaScript which is comprised of six web pages creating an on-line catalog of merchandise for global sale.

Procedures:

- 1) After examining three sample web catalogs: (<http://www.compusa.com>), (<http://www.crutchfield.com>) and (<http://www.llbean.com>), Write down the features that make these catalogs successful and appealing, recording the top 10 features.
- 2) Decide upon a company and a product line that is well-suited to an on-line catalog.
- 3) Conceptual development: Brainstorm how the will look. Do the (2) layouts in PENCIL
- 4) Decide on the best layout by discussing the pros and cons of each layout and working to consensus. Don't forget that you are creating a project for the "www," the world wide web. Try to reach beyond your own backyard. Add to your chosen pencil layout by detailing the page source boards for your corresponding HTML code and/or JavaScript. Be sure to include: links, images, colors written "ffffff" or "343435" with a brief description of the color. Choose: fonts, background images/color file names, references, music, video, and other needed detail of the layout.
- 5) Building the site: Gather all the components of the website gather necessary images, music, video, links and other needed pieces. Work should be saved into one folder. Saving into one folder is critical to the website functionality and to be certain that the team can function if a member is absent.  
\*\*File names are very important!!!!!!
- 6) Create the opening page (site map, etc.) and the final page (ordering sheet).
- 7) Test your completed website to be sure it is what you expected and that it is functioning properly. Make necessary modifications and retest as needed. Repeat step seven until the final product meets your goals.
  
- 8) Handing In Procedures: E-mail me the top 10. Post your website to <http://www.150m.com/>

Name \_\_\_\_\_ Date \_\_\_\_\_

Grading Rubric Project HTML On-Line Catalog

/10 Your Web layout

/10 Your top 10

/50 Your working website

/30 Effectiveness of website for consumer

/100 points total