

Client Site

For this assignment you will be creating a 4 page minimum website for a fictional client.

The name of your client Site will be "Your Last Name Communications" (*You may also pick a unique name of it works better for your company*). You can choose between a Public Relations firm, a Broadcasting firm (owns and/or manages TV or Radio stations) or a firm that supplies media services to the public (video, photography, page layout, and/or web services).

This site will be created in a folder named 'clientSite' and placed in your 'web_local' folder.

To get started you will need to complete the Client Site Plan document. Don't worry – you are not trapped by your initial organizational scheme.

Head Sections:

Descriptive Titles on each page

Meta Tags for Keywords & Descriptions

CSS (*can create a separate linked main css for all pages*)

- "body, td, th" for font family, size and color
- "body" for background color and margins (use at least 20 pixels for margins)
- "a:link, :visited, :hover, & :active" for link colors, font weights, and decoration
- headings tags as needed
- classes and navigation tags as needed

Page Requirements

Use the planning document for the text on these pages.

Expand, supplement and augment as needed

General:

- All pages must have consistent navigation and color scheme
- There should be a link to at least 1 external site that opens into a new window or tab
- All images should have appropriate alt tags
- Use anchor links as needed to avoid excessive scrolling
- Links should both be text and image based
- Logo should link to Home page
- Email links should have subject lines (?subject=) and link to your MSU email address but visible text on page should appear to go to a fake address (similar to info@company.com)

Home Page (index.html):

- Informative home page containing a logo for your firm & 2 other graphics
- A bullet list of services your firm offers (at least 3) with quick descriptions
- Contact Information including physical address, phone and email
- A disclaimer (in italics- create a CLASS in CSS named ".disclaimer" to style) at the bottom of the home page indicating that this is a fictional firm and the site was created for CO 3713: Digital Communication in the Fall 2017 semester. Your disclaimer should have a link to a downloadable pdf of the client's biography and organizational plan

Services Page

- Detail the 3 services your firm offers (from the bullet list on the Home Page). Each service should have at least 4-5 paragraphs of explanatory text.
- Add graphics as necessary to break up the long blocks of text

Biography Page:

- Give a detailed background for your character and company
- Add graphics as necessary

Survey Page:

- Add graphics as necessary
- Have at least 7-10 questions for visitors to your site to answer. Use at least 4 different styles of questions

Open Page(s) – EXTRA CREDIT

- Add graphics and information as necessary
- Add justification for page(s) as comment in the html

Update Welcome Page

Once your site is live, you must activate the link from your Welcome Page to your Client Site. This link can be set to open into a new window, if desired.

Due Dates

Client Biography & Site Plan: October 4

Be sure to include the size and scope of your company and its mission statement, what your 3 services offered are, and sample questions and external links. Include relevant background information about your client (education, work history, etc...)

This initial Client Biography and Organizational Plan will be turned in on this day. Failure to present a typed Client Biography and Organizational Plan will cause the project grade to drop by 1 letter grade. (plan document found on the handouts page)

You are free to update the Client Biography and Organizational Plan after this date to reflect changes. Make sure the finalized versions are linked to your site in the required disclaimer.

Live Site Pre-Critique: October 30

Site should be functional with all navigation in place, all images in place, and most if not all copy (text) in place. You should only be making slight tweaks after this pre-critique.

Final Live Site Critique: Last Day of Class

Be prepared to walk the class through your entire site – this includes your Welcome Page, Exercises, Client & Character Sites