

# Website Development

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IT117-UNIT 1 WEBSITE  
PLANNING



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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.*

Welcome!

# Syllabus

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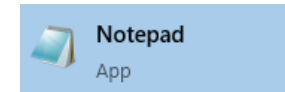
Read the syllabus carefully. You are responsible for all information within the syllabus. Contact me with any questions.

## Review course material requirements:

### For units 2-9 you will need

- MS Notepad (Windows)
- or
- TextEdit (Mac)

**NO SUBSTITUTIONS**



Notepad  
App



TextEdit  
3.0.0.4830

*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

The image shows a sequence of steps to access the O'Reilly database. On the left, a course management system interface displays a 'More Tools' dropdown menu with 'Library' selected. A blue arrow points to the Purdue Global Library website. The website's 'Library Resources for IT117' page lists 'MAJOR IT LIBRARY DATABASES'. The 'O'REILLY' database is highlighted with a red box, indicating it is the source for the eBooks mentioned in the requirements.

# Discussion

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*\*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

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- 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

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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





# Assignments

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*\*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

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

Assignment	Due	10% Late Penalty	20% Late Penalty	No longer accepted
Unit 1 Assignment	<b>Aug 29</b>	08/30-09/05	09/06-09/12	Sep 13 <sup>th</sup>
Unit 2 Assignment	<b>Sep 5</b>	09/06-09/12	09/13-04/19	Sep 20 <sup>th</sup>
Unit 3 Assignment	<b>Sep 12</b>	09/13-04/19	09/20-09/26	Sep 27 <sup>th</sup>
Unit 4 Assignment and Unit 4 Quiz	<b>Sep 19</b>	09/20-09/26	09/27-10/03	Oct 4 <sup>th</sup>
Unit 5 Assignment	<b>Sep 26</b>	09/27-10/03	10/04-10/10	Oct 11 <sup>th</sup>
Unit 6 Assignment and Unit 6 Quiz	<b>Oct 3</b>	10/04-10/10	10/11-10/17	Oct 18 <sup>th</sup>
Unit 7 Assignment	<b>Oct 10</b>	10/11-10/17	10/18-10/24	Oct 25 <sup>th</sup>
Unit 8 Assignment and Unit 8 Quiz	<b>Oct 17</b>	10/18-10/24	10/25-10/31	Nov 1 <sup>st</sup>
Unit 9 Assignment	<b>Oct 24</b>	10/25-10/31	N/A	Nov 1 <sup>st</sup>
Unit 10 Assignment	<b>Oct 31</b>	N/A	N/A	Nov 1 <sup>st</sup>



# Unit 1 – Website Planning

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- 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

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**Title of Document**

Student Name

University Name

Course Name

Instructor Name

Date

# Description

\*Delete highlighted instructions once section is completed

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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

\*Delete highlighted instructions once section is completed

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Who do you expect to visit your website

Demographics

Specific niche-related details

# Website Purpose and Goals

\*Delete highlighted instructions once section is completed

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## 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

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At least two colors

Colors should be complementary (contrasting)

Web safe colors

Consider readability and accessibility

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

**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

\*Delete highlighted instructions once section is completed



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.***

# Website Content

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## 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

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- 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**

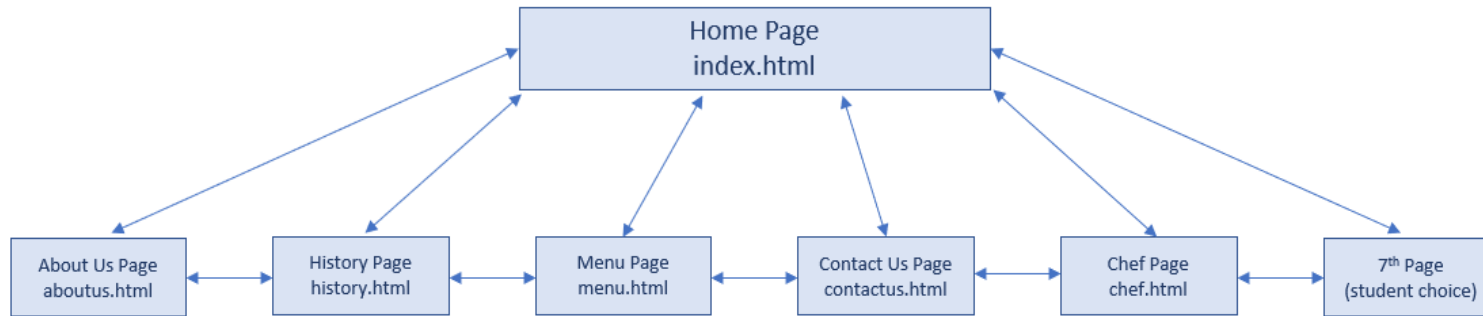


# Website Linkage

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- 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)
  - 7<sup>th</sup> page of your choice (i.e., reservations, survey, links, reviews, etc.)





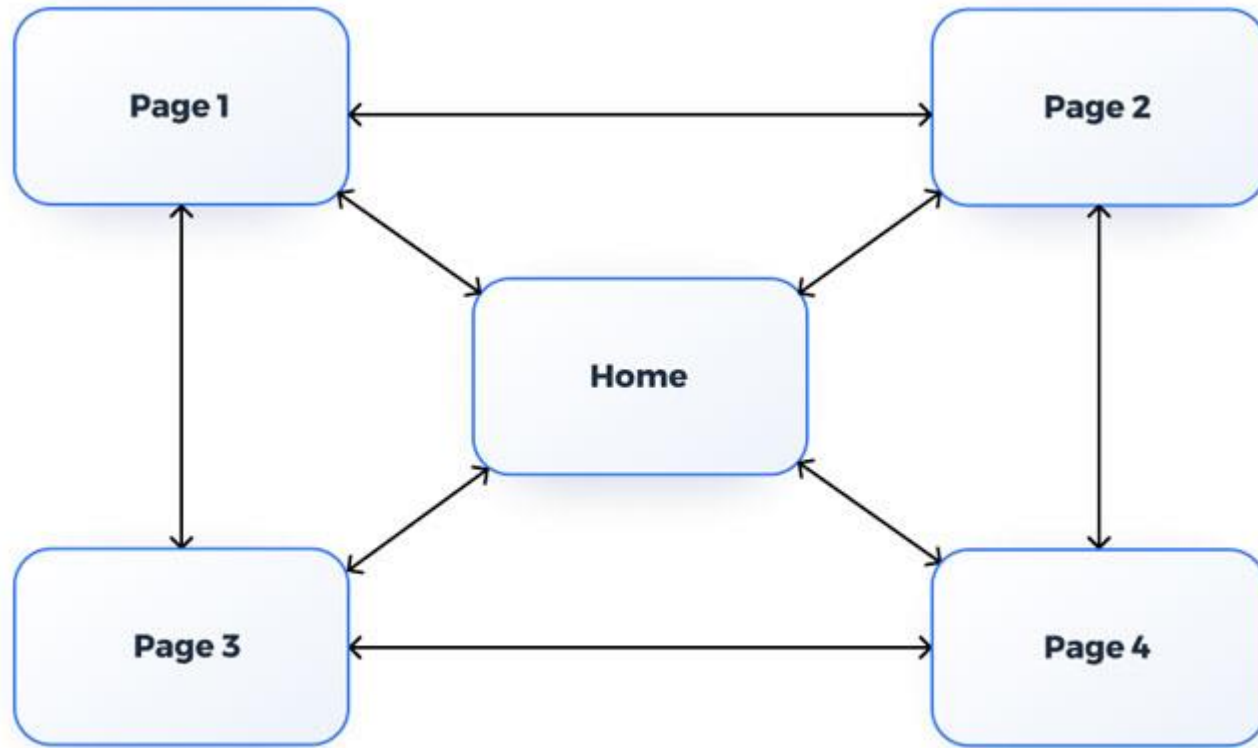
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# Website Sitemap Diagram

## 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.*

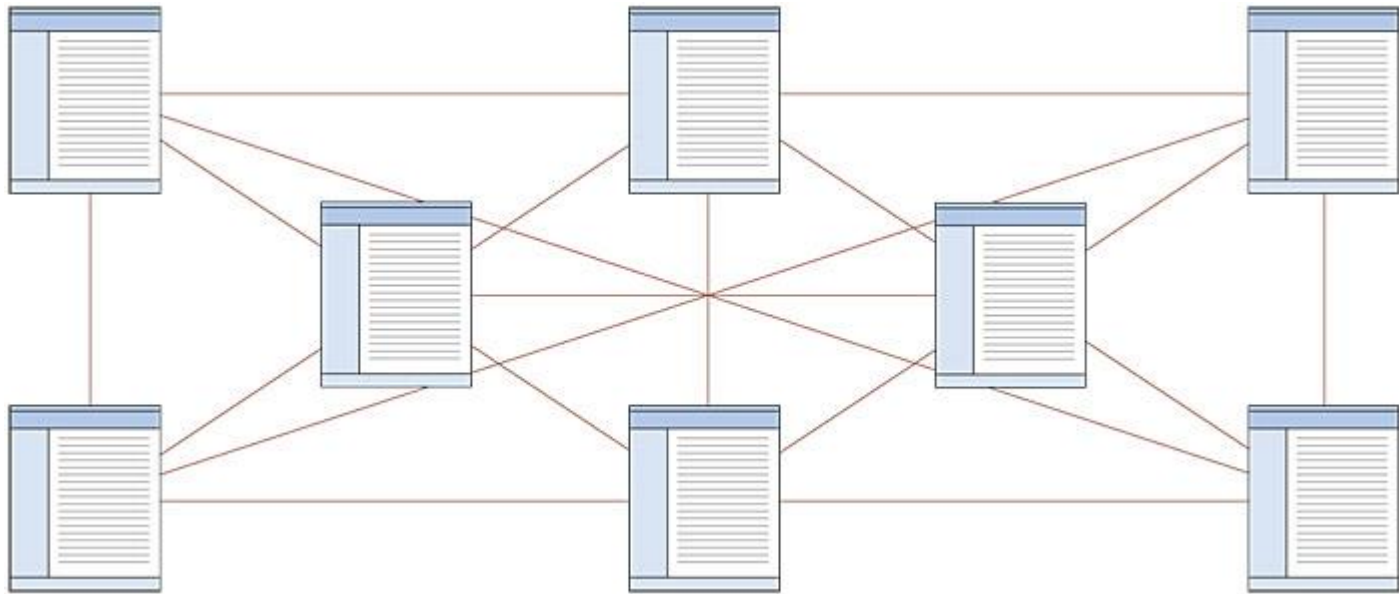


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# Website Sitemap Diagram

This is a smaller version of a better diagram, closer to what we are looking for. There are two missing connections here, though. The direct connections between page 3 and page 2, and the direct connections between page 1 and page 4.

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



# Website Sitemap Diagram

This one is structurally better, but the pages in this diagram are unlabeled. Yours should be.

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

# Planning Document

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- 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



# Planning Document

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- 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



# Assignment Submission

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**Save the worksheet and sitemap diagram**

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



**Attach to Unit 1 Assignment Dropbox**

**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**

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# Wrap-Up