

# Website Development

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IT117-UNIT 1 WEBSITE PLANNING

# Welcome!

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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

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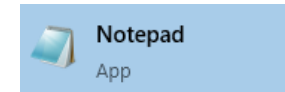
Read the syllabus carefully. You are responsible for all information within the syllabus. Contact me with any questions.

## 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 two screenshots from the Purdue Global Library website. The left screenshot shows a navigation menu with 'Library' highlighted in a red box. The right screenshot shows the 'Library Resources for IT117' page with a search bar and a list of databases. The 'O'REILLY' database is highlighted in a red box.

Navigation menu items: Quizzes, Grades, **More Tools** (dropdown), Help, CLA

More Tools dropdown items: Class Progress, Classlist, **Library**, Groups, Surveys, Portfolio

Library Resources for IT117 / Search

Library Search | Publication Finder | F.A.Q. & Site

Keyword:  Enter any words to find articles, e-books, and more.

MAJOR IT LIBRARY DATABASES

**EBSCO** Computers & Applied Sciences Complete  
From EBSCO: "With Computers & Applied Sciences Complete, researchers with a focus on computing and applied sciences disciplines are provided with a vast knowledge of current pertaining to traditional engineering challenges and resources. This database is also an outstanding source for content concerning the business and social implications of new technology."

**O'REILLY** O'Reilly  
With O'Reilly online learning, you get on-demand access to over 35,000+ books, 30,000+ videos, case studies, and interactive learning scenarios, enabling you to improve your knowledge and proficiency in a comprehensive list of areas in business and IT.

**SKILLSSET**  
SkillsSet Books offers full-text access to thousands of leading professional books from top industry authors and publishers in the business and IT fields. Additionally, you can find thousands of videos about business leadership, coding, desktop software (like Microsoft Office), and more.

# 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

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- 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

Assignment	Due	10% Late Penalty	20% Late Penalty	No longer accepted
Unit 1 Assignment	<b>Mar 28</b>	03/29-04/04	04/05-04/11	April 11 <sup>th</sup>
Unit 2 Assignment	<b>Apr 4</b>	04/05-04/11	04/12-04/18	April 18 <sup>th</sup>
Unit 3 Assignment	<b>Apr 11</b>	04/12-04/18	04/19-04/25	April 25 <sup>th</sup>
Unit 4 Assignment and Unit 4 Quiz	<b>Apr 18</b>	04/19-04/25	04/26-05/02	May 2 <sup>nd</sup>
Unit 5 Assignment	<b>Apr 25</b>	04/26-05/02	05/03-05/09	May 9 <sup>th</sup>
Unit 6 Assignment and Unit 6 Quiz	<b>May 2</b>	05/03-05/09	05/10-05/16	May 16 <sup>th</sup>
Unit 7 Assignment	<b>May 9</b>	05/10-05/16	05/17-05/23	May 23 <sup>rd</sup>
Unit 8 Assignment and Unit 8 Quiz	<b>May 16</b>	05/17-05/23	05/24-05/30	May 30 <sup>th</sup>
Unit 9 Assignment	<b>May 23</b>	05/24-05/30	N/A	May 30 <sup>th</sup>
Unit 10 Assignment	<b>May 30</b>	N/A	N/A	May 30 <sup>th</sup>

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

# 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

Worksheet title page (APA 7<sup>th</sup> Edition)

**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

Who do you expect to visit  
your website

Demographics

Specific niche-related  
details

# Website Purpose and Goals

\*Delete highlighted instructions  
once section is completed

## 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

\*Delete highlighted instructions  
once section is completed

## 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

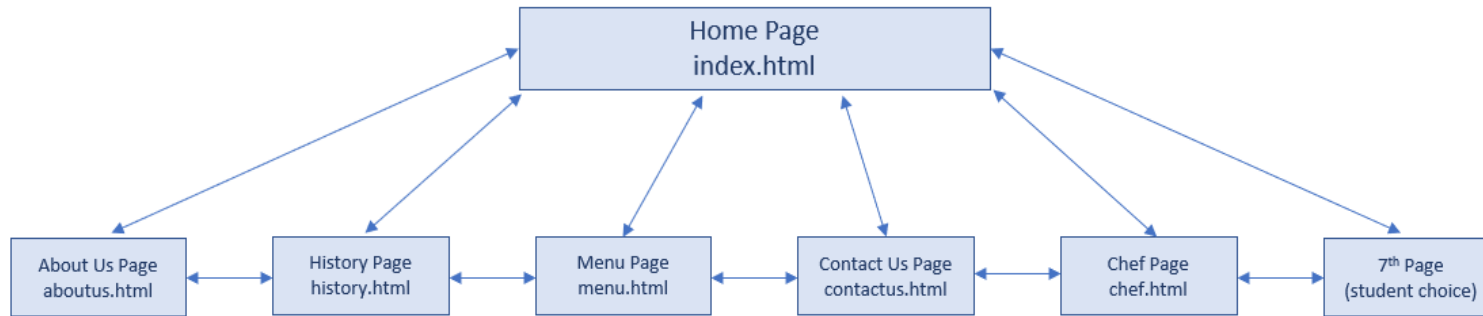


# Website Linkage

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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.)





# Website Sitemap Diagram

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## 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

*\*Be sure to check all spelling and grammar prior to submitting*

# Unit 1 Assignment

- 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

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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**

# Wrap-Up