



Unit #5 – Dreamweaver Web Design Project
ASM30 – Media Arts, Grade 11

Project Description:

- **Adobe Dreamweaver CS4** is a **WYSIWYG** web development application use to create web content.
- In this project you will create **your own personal web page**.
- Your **Web Page** must showcase all work to date in this course (think of it as a portfolio).
- Your **Web Page** should demonstrate knowledge of **all Adobe Creative Suite techniques learned in this course**.

Materials:

You will have access to the following materials:

- Adobe **Dreamweaver CS4**
- Adobe **Flash CS4**
- Adobe **Photoshop Elements** (needed for any image design and other graphic design work)
- digital cameras (if you wish to use any still photography)

Pages you must include in your Web Page:

- **Main Introduction Page or Homepage**
- **Portfolio of work done**
- **Any three other pages** (e.g. Autobiography, Contact, or Links page)
- **Other ideas - let me know...**

Specifications:

The following specifications must be met:

1. You **must** have **no less than five pages in total** (including your main **Homepage**).
2. Use one of the existing **Dreamweaver Templates** that suits your needs to start your **Website**.
3. You **must** use a **Cascading Style Sheet (CSS)** – see tutorial)

Dreamweaver Components that need to be included:

- A **navigation menu bar** on **ALL pages** (always need to be able to get back to Home Page)
- **Cascading Style Sheet (CSS)** – rules that define the format of different types of page content
- **Image content** – original and borrowed (must credit)
- **Hyperlinks** – internal and external
- **Photoshop** – must be used at least once in your web page
- Extra **flash components** (optional)

For Submission:

Your **FINAL Web Site Folder** – name your **site folder** “**YOUR_LASTNAME**”

- a) this folder will **contain at least five HTML files** (i.e. your web pages)
- b) it will also contain all images used in your website (the images must be stored in a directory called **IMAGES**)
- c) it must also contain any other relevant files your website uses (i.e. Flash, Photoshop, CSS, etc.)

Deliverables, Due Dates and Marking Scheme:

Deliverable	Description	Due Date	Marks
Final Website Due	Final Website Project marked with attached Rubric.	Thursday, January 14	/140
Screening Day	We will view each student’s Web Site on this day.	Friday, January 15	Total /140

Web Design Project Marking Scheme

Name: _____

CATEGORY	4	3	2	1	Score
Communication					
Overall Content	All information provided by the student on the web site is accurate and all the requirements of the assignment have been met.	Almost all the information provided by the student on the web site is accurate and all requirements of the assignment have been met.	Almost all of the information provided by the student on the web site is accurate and almost all of the requirements have been met.	There are several inaccuracies in the content provided by the student OR many of the requirements were not met. Not enough content, very incomplete.	/10
Spelling & Grammar	There are either no spelling or grammatical errors, or there may be one or two very minor spelling and/or grammatical errors in the entire site.	There are a few spelling and/or grammatical errors in the entire site.	There are several spelling and/or grammatical errors in the entire site.	There are many spelling and/or grammatical errors in the entire site.	/10
Communication Total					/20
Thinking and Inquiry					
Interest	The author has made an exceptional attempt to make the content of this web site interesting to the people for whom it is intended.	The author has tried to make the content of this web site interesting to the people for whom it is intended.	The author has put lots of information in the web site but there is little evidence that the person tried to present the information in an interesting way.	The author has provided only the minimum amount of information and has not transformed the information to make it more interesting to the audience.	/10
Copyright	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for all borrowed material. No material is included from websites that state that permission is required unless permission has been obtained.	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for almost all borrowed material. No material is included from websites that state that permission is required unless permission has been obtained.	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for most borrowed material. No material is included from websites that state that permission is required unless permission has been obtained.	Borrowed materials are not properly documented OR material was borrowed without permission from a site that requires permission.	/10
Thinking and Inquiry Total					/20
Knowledge and Understanding					
Layout	The web site has an exceptionally attractive and usable layout. It is easy to locate all important elements. White space, graphic elements and/or alignment are used effectively to organize material.	The web pages have an attractive and usable layout. It is easy to locate all important elements.	The web pages have a usable layout, but may appear busy or boring. It is easy to locate most of the important elements.	The web pages are cluttered looking or confusing. It is often difficult to locate important elements.	/10
Navigation	Links for navigation are clearly labelled, consistently placed, allow the reader to easily move from a page to related pages (forward and back), and take the reader where s/he expects to go. A user does not become lost.	Links for navigation are clearly labelled, allow the reader to easily move from a page to related pages (forward and back), and internal links take the reader where s/he expects to go. A user rarely becomes lost.	Links for navigation take the reader where s/he expects to go, but some needed links seem to be missing. A user sometimes gets lost.	Some links do not take the reader to the sites described. A user typically feels lost.	/10
Knowledge and Understanding Total					/20

Application						
Work Ethic	Student always uses classroom project time well. Conversations are primarily focused on the project and things needed to get the work done and are held in a manner that typically does not disrupt others.	Student usually uses classroom project time well. Most conversations are focused on the project and things needed to get the work done and are held in a manner that typically does not disrupt others.	Student usually uses classroom project time well, but occasionally distracts others from their work.	Student does not use classroom project time well OR typically are disruptive to the work of others.		/10
Links	All links point to high quality, up-to-date, credible sites in the bibliography. AND all the links, including links to their own pages, work.	Almost all links point to high quality, up-to-date, credible sites in the bibliography. Or there aren't many links. AND many or most of the links, including links to their own pages, work.	Most links point to high quality, up-to-date, credible sites in the bibliography. Or there are too few links. AND some of the links, including links to their own pages, work.	Less than 1/2 of the links point to high quality, up-to-date, credible sites in the bibliography. Or there are barely any links. AND few of the links, including links to their own pages, work or you have very few pages.		/10
Color Choices	Colors of background, fonts, unvisited and visited links form a pleasing palette, do not detract from the content, and are consistent across pages.	Colors of background, fonts, unvisited and visited links do not detract from the content, and are consistent across pages.	Colors of background, fonts, unvisited and visited links do not detract from the content.	Colors of background, fonts, unvisited and visited links make the content hard to read or otherwise distract the reader.		/10
Graphics	Graphics are related to the theme/purpose of the site, are thoughtfully cropped, are of high quality and enhance reader interest or understanding. There are no broken images.	Graphics are related to the theme/purpose of the site, are of good quality and enhance reader interest or understanding. There are no broken images.	Graphics are related to the theme/purpose of the site, and are of good quality. There may be a few broken images.	Graphics seem randomly chosen, are of low quality, OR distract the reader. Many images are broken.		/10
Background	Background is exceptionally attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability.	Background is attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability.	Background is consistent across pages and does not detract from readability.	Background detracts from the readability of the site.		/10
Fonts	The fonts are consistent, easy to read and point size varies appropriately for headings and text. Use of font styles (italic, bold, underline) is used consistently and improves readability.	The fonts are consistent, easy to read and point size varies appropriately for headings and text.	The fonts are consistent and point size varies appropriately for headings and text.	A wide variety of fonts, styles and point sizes was used.		/10
Application Total						/60
Project Total						/120
Comments:						