

PROJECT 1

Emulating a Print Layout



DESCRIPTION

Attempt to reconstruct as faithfully as possible one of the provided magazine layouts using HTML, CSS and images.

INSTRUCTIONS

1. Select one of the scanned magazine articles provided.
2. Using the scanned image of the layout as your guide, assemble the HTML content (copy).
3. Carefully choose appropriate HTML elements for each of the content components of the article.
4. Using an external CSS file, attempt to faithfully reproduce a web-appropriate version of the layout (you may use other images as substitutes for the ones in the articles provided for better resolution if you wish).
5. Ensure that the HTML is valid XHTML 1.0 Strict (<http://validator.w3.org/>) or HTML5.
6. As much as possible, all text in the layout should consist of true HTML text, rather than part of an image (use CSS).
7. Do the best job you can in trying to make your layout mirror the magazine layout - while respecting that Web is not print design.

TAKE IT FURTHER

1. Attempt to get your page (including all HTML, CSS and images) under 100KB in total.
2. Try building your layout such that it can accommodate different browser window widths and font-sizes.
3. Take a few liberties with the page and add web-appropriate user-interface elements (like navigation or social links).
4. Anything else that you can dream up...

SUBMITTING YOUR WORK

Upload the HTML, CSS and any media files to your account on webdesign3.georgianc.on.ca and then post a link to the document in the project on Blackboard. Please also upload a .zip archive that includes your HTML file, your CSS file and any media files.

EVALUATION

Please refer to the chart (assessment rubric) below. You will be graded on *how well* you followed the *assignment instructions* from both a *technical* and a *creative* perspective as spelled out in the rubric. This project is weighted 20% of your total mark for this course.

Criteria	Mark (/5)
TECHNICAL EVALUATION	
Appropriate HTML elements are used to markup the content of the selected article.	
No more HTML elements are used than is necessary to achieve the desired layout. Elements are used for what they mean, rather than for how they appear.	
HTML & CSS syntax is correct, with effective comments, formatting and organization.	
Font sizing is controlled effectively by setting an appropriate base font and sizing all other elements based on this value. A default line-height and font-family is also declared and overwritten where necessary.	
CREATIVE EVALUATION	
The layout is a good rendition of the print document selected, taking style and layout liberties that help to make it appropriate for Web.	
The fit and finish of the page rival the print version and it looks like a convincing article that might be included in the online version of the selected magazine.	
Effort to take this project beyond the basic requirements is evident through innovation with the HTML, the CSS, the content itself or some other interesting and engaging feature(s).	
TOTAL	/35