

The Real WebWorld Client Proposal Report

Team Member's Names:

Your Company's Name and logo sketch:

Approved: _____

Your Company's Mission Statement:

Approved: _____

Client Background Information:

Approved: _____

- **URL:**
- **Company Expectations:**
- **Audience:**
- **Three Competitors:**
- **Goals:**

Design Phase:

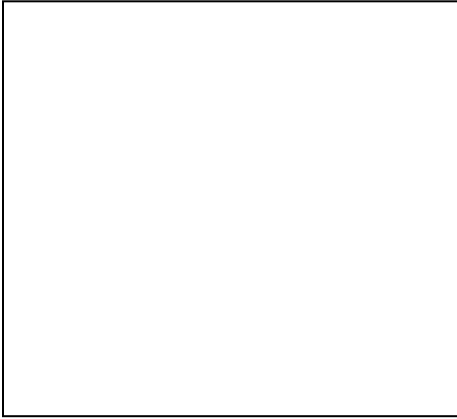
Approved: _____

- **Color Scheme (at least two hexadecimal colors to be used):**
 - 1.
 - 2.
 - 3.
 - 4.
- **Simple Site Sketch (use the back if needed):**

Client Content & Graphics

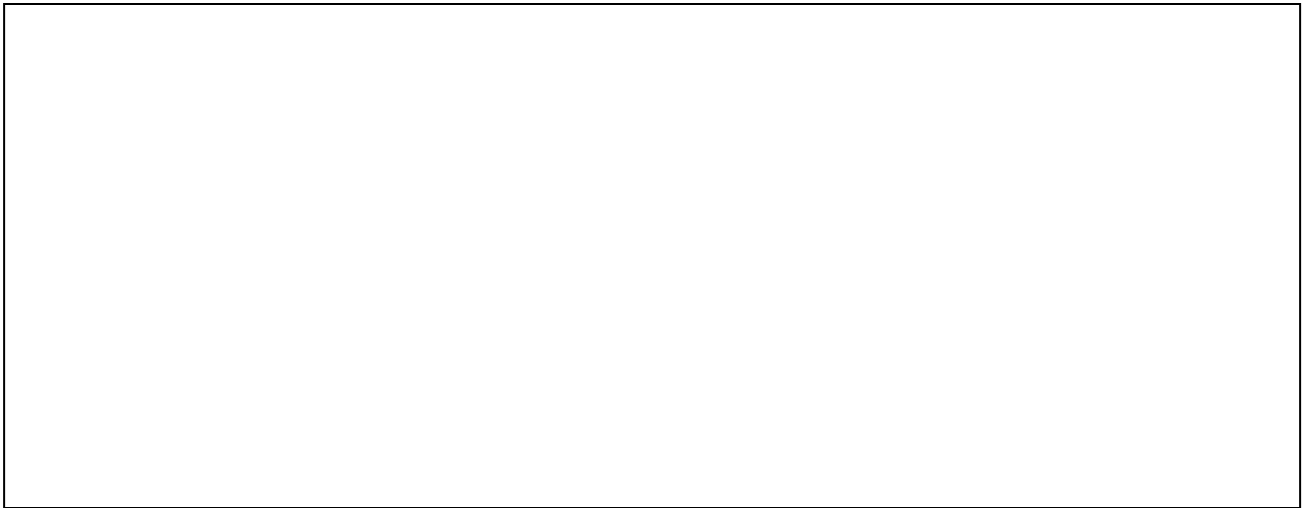
The Jittery Cup's Logo:

Approved: _____



The Jittery Cup's Banner:

Approved: _____



The Jittery Cup's Animation:

Approved: _____



Online Ordering Page:

Approved: _____

The Online Ordering Page must use each of the menu items from the Services/Menu Page to create a page allowing the customer to order online. The following customer information must also be used in the form:

Name:	(must be a text box)
Phone:	(must be a text box)
Email:	(must be a text box)
Pick-up/Delivery:	(must be a drop-box)
Payment Method:	(must be a drop-box)
Menu Items:	(check boxes, radio buttons may be used)

*** The form must work properly when the Submit and Reset buttons are clicked*

Contact Page:

Approved: _____

The Contact Page will allow the customer to contact The Jittery Cup. The following customer information must be used:

Name:	(must be a text box)
Phone:	(must be a text box)
Email:	(must be a text box)
Comments	(must be a text-area with 5 rows)

*** The form must work properly when the Submit and Reset buttons are clicked*

Fifth Page:

Approved: _____

** Some suggestions for these additional pages are: reservations, catering, and specials. You can use two of these ideas, or use your own ideas to supplement. Creativity is encouraged, as long as it is school-appropriate!*

Please Provide Any Additional Information for Proposal

Mr. C's Approval: _____
<p>You may now begin constructing your page template with the information you have provided in this Client Proposal Report.</p> <p>** Show Mr. C your site template <u>BEFORE</u> you begin creating any other page.</p>

Detailed Website Directions

Page Layout Sketch

1. Site is visually appealing
2. Divs will be used for the site layout (tables *will only* be used for the menu and forms)
3. An external style sheet must be used for formatting (*minimum selectors below*)
 - body
 - div components (container, header, content, footer, etc)
 - a:link
 - a:visited
 - a:hover
4. Color scheme is consistent throughout site
5. Content is concise and thorough with company/organization goals
6. Follows proper web design principles: good content, meaningful images, and organized (*see page 9, 4 Basic Design Principles*)
7. Page displays without horizontal scrolling at 800x600 and higher resolutions
8. Balance of text/graphics/white space on page
9. Good contrast between text and background
10. Page banner (header/logo and navigation) is displayed across all pages

Navigation

1. Navigation is obvious and direct
2. Navigation button/links are appropriately labeled
3. All hyperlinks use CSS for rollovers
4. Target audience can navigate efficiently throughout site
5. All hyperlinks "work" (are not broken)

Color and Graphics

1. Color use has a scheme to it (see www.colorschemedesigner.com)
2. Backgrounds have different color than table backgrounds
3. Text is limited to a maximum of three colors
4. Text and backgrounds contrast each other
5. Color is not used alone to convey meaning (accessibility)
6. Use of color and graphics enhances rather than distracts from the site
7. Graphics are optimized and do not significantly slow download
8. Each graphic is used for a reason and compliments the text
9. Alt attribute tags are used to label images
10. Animated images are only used as an animated GIF and must have a purpose

Content Presentation

1. Common fonts are used (do not use scripts or Times New Roman)
2. Techniques of writing for the Web are used: headings, bullet points, short sentences in short paragraphs, use of white space, etc.
3. Consistent use of fonts, font sizes, and font colors are used (no more than 3 fonts used throughout web site)
4. Content provides meaningful, useful information
5. Content is organized in a consistent manner
6. Information is easy to find (minimal clicks)
7. Relevance: The copyright date is current
8. Content does not include outdated material
9. Content is free of typographical and grammatical errors
10. Content provides links to other useful sites
11. Avoids the use of "Click here" when writing text for hyperlinks
12. If standard link colors are not used, hyperlinks use a consistent set of colors to indicate visited/nonvisited status
13. If graphics and/or media is used to convey meaning, the alternate text equivalent of the content is provided (accessibility)

Functionality

1. All internal hyperlinks work
2. All external hyperlinks work
3. All forms function as expected
4. No JavaScript errors are generated

Resources:

Color Scheme Designer: www.colorschemedesigner.com

Mission statement: is a concise statement providing the direction and purpose for an organization or company. The mission statement should make clear what the goals are for your company's future. Values, work culture, and decision-making may also be included. The mission statement should be about 2 to 4 sentences.

Logo: a graphic or symbol that easily identifies an organization or company. A logo is generally a simple design and avoids being too complex. Logos are used for companies advertising material, letterhead, signs, and websites.

Copyright: a set of exclusive rights granted to the creator or artwork, music, content, etc. The owner of the copyright owns the right to distribute and reproduce original work you create.

4 Basic Web Design Principles:

1. Contrast:
 - What draws your eye into the page.
 - Contrasting elements guide your eyes around the page.
 - There must be a focal point.
 - Create a focal point.
2. Repetition:
 - Repeat elements that tie all the different parts together.
 - Each page should look like it belongs to the same web site.
 - Navigation buttons are a repetitive element.
 - Colors, style, illustrations, format, layout typography
3. Alignment:
 - Items on the page are lined up with each other (left, right, and center).
 - Alignment doesn't mean that everything is aligned along the same edge.
 - It just means that everything has the same alignment.
 - Vertical alignment is just as important as horizontal alignment.
4. Proximity:
 - Refers to the relationships that items develop when they are close together.
 - Items close together appear to have a relationship.
 - Items far from each other don't have a relationship.
 - Paragraph versus line break.