

# HTML Application Test

This document is available on the Web Design page.

Yes, you may use your resources! This will be due tomorrow at the end of the period. You and your partner will show off your work on the Mimio board, so save your work to one of your network Web Design folders for quick access.

Design and build a web site for a fictitious business or organization, using HTML and Notepad. The business or organization will be referred to as your client.

Work in pairs (two maximum) to design a business web site. At a very minimum your web design should include:

- An introductory (index) page consisting of basic information about the business or organization with links to pages describing the company's
  - products/services
  - personnel
  - travel information to the community/region where the business or organization is located
  - response or comment page

The key is to identify the objective of the client. The web page has to provide the necessary information in a manner that is easy and rewarding to the reader/viewer. Start out by designing what should be in the first page - the home page (index). Then build a set of linkages to provide the remaining information.

Before you construct your pages map out the navigational structure of your web. Then proceed to fill the pages with the needed information and images. Keep the pages short so that they load quickly. Simple designs that are easy to read and navigate are best. Stay with a consistent color scheme. Minimize the use of different fonts and animations.

Your pages will be evaluated according to the following criteria:

- a. Does the information on the home page attract people in the target market?
- b. Does it present the image you want to portray? Is your web attractive from a design standpoint?
- c. Do the support pages provide enough information about the company and the company's products/services?

d. Is there a way for the targeted customer to reach the company and request additional information?

e. Is there a way for the targeted customer to provide comments?

f. Does the site reward the customer by providing useful and interesting information?

g. Does the site provide the customer with a reason to visit again?

You can access web design information at:

<http://www.irt.org/articles/js152/>

[http://stuffucanuse.com/web\\_design/Web%20design%20hints.htm](http://stuffucanuse.com/web_design/Web%20design%20hints.htm)

<http://www.tips-tricks.com/>

Additional sites that provide useful information or graphics:

<http://www.wilsonweb.com/articles/checklist.htm>

<http://www.wilsonweb.com/articles/attract.htm>

<http://animfactory.com>

<http://www.freegraphics.com/>

Microsoft clip art:

<http://cgl.microsoft.com/clipgallerylive/?RLD=56>