Webpage Design – Project 1

Small Business Website

As part of a new campaign, to bring customers back to the high street, you have been commissioned to build a website for a small business retail outlet based in a small town in the southeast of England. The campaign organizers' believe that by giving small, local businesses a web presence, they can increase awareness and improve trade.

Although all of the businesses are retailers, the required website is not an e-commerce site, it is a marketing tool which will be used to encourage people to visit the bricks-and-mortar shop.

You may choose any one of the 4 businesses below:

- Roberto's Italian Deli
- The Art of Bloom, Florist
- The Bike Shed, Cycle Shop
- Bamboo House, Chinese Takeaway

Site Requirements

Each website should contain all the information a potential customer might need. For example, location/contact details, product descriptions along with suitable images, opening times and any other useful and relevant information. In addition, since the business does not currently have a strong brand image or any marketing expertise, you will need to develop an engaging brand identity in order to attract new customers. Think carefully about
your use of colour, image and typography.

Note: this is a fictional business and you may add any additional fictional details as appropriate. You may use "found" images and body text – remember, this project is about design and not content creation but you may need to write some content yourself.

Technical Requirements

Your website must be built using the XHTML 1.0 Strict DTD. The Markup should be lean and semantic, the CSS should be linked from an external file. You may use CSS3 if appropriate. XHTML and CSS should be validated using the W3C validation services. You may use whatever additional services you need to complete the design. For example, Google Web Fonts or the Google Maps API.

Assessment Criteria

This project is worth **35%** of the total course mark. The site will be assessed in two regards; the style/design/functionality of the site and the coding. These two elements will be assessed with an approximate 50/50 weighting.

Schedule

Your site (work in progress) must be online in time for an interim crit on 13th November 2014 (mood board, ideas for look-and-feel, colour, typography etc.) and a second interim crit on 27th November 2014 (prototype site, page layouts, navigation, functionality proposals etc.). The project must be completed and ready for assessment on 4th December 2014.

Course materials: http://www.coursestuff.co.uk/DESI1183/