

## **Create and Upload Your Own Website and Build a Web Presence**

Create a 7 - 10 page website based on a theme of your choice.

### **Your site must:**

1. Have an Identity: i.e. a clearly displayed site name, title or header on all of its pages.
2. Provide a consistent look and feel throughout its pages
3. Contain meaningful content, images and links.
4. Include a main navigation bar on each page that is displayed in a consistent location from page to page.
5. Be well-organized. Develop your site's hierarchy by using folders to manage interior pages.
6. Be designed to accommodate different screen resolutions, browsers and platforms using a web safe color palette, images optimized for the web and employ cascading style sheets (preferably to control the layout and the style of the site).
7. Work in recent versions of Safari, Chrome, Internet Explorer and Mozilla Firefox.
8. Be uploaded to your web-space.
9. You must build a web presence by linking your site with 3 – 4 virtual communities, such as Twitter, Flickr, YouTube/Screencast.com/Vimeo (or like service), Blogger, Wordpress, Diigo or Delicious (other sites are also acceptable), and setting up a corresponding weblog (you could modify or add to an existing weblog).
10. You or your site must be readily identifiable within each of the various communities. This can be done by using common screen names, slogans and avatars, and by linking them together.
11. Be cool. It must be creative and unique in some way applying the concepts we have learned in a new and refreshing way. (Don't sweat, I know you can do it, and besides, I am going to help you : )

### **The project will be worth 200 points in all, and you will be graded as follows:**

**100 Points** will go to the basic website as outlined below:

- 25 pts – Main Website Navigation / Site Architecture
- 25 pts – Quality of Website Design
- 25 pts – Quality of Website Content
- 25 pts – Development of Site Identity (Consistent Look & Feel)

**100 Points** will go towards how you creatively integrate and expand your site using the tools outlined below:

- Develop of and link to a corresponding weblog
- Develop and integrate a photo/video sharing or screen-casting account such as [Flickr](#), [YouTube](#), [Vimeo](#) or [Jing](#) with website and or corresponding weblog.
- Development of other social networking accounts and integration with the website and or corresponding weblog (examples: Facebook, LinkedIn, VisualCV, Twitter, Diigo, any microblog, any social bookmarking site; Content must be appropriate for class.)
- Development and integration of brand or persona on website, social networks, and corresponding sites.
- Integrate any of the services above as a mashup within your website.
- Create working forms or other interactive website components using PHP, ASP, Java, Javascript or any other web friendly programming or scripting language.