

## **Web Design Certificate Capstone**

For the Capstone project, students will build a Web site that showcases and demonstrates the Web design skills they have acquired in the classes that make up the Web Design Certificate. This website will be designed and built for a real or fictional client of your choice. Satisfactory completion of the Capstone project is required to receive the Web Design Certificate.

The Capstone seminar allows students to synthesize the skills and knowledge from the certificate courses while presenting their Web site. Class activities simulate the processes of working with a client from initial interview through final project presentation.

### **Who should take this course?**

This course is required for participants in the Web Design Certificate Program, and enrollment is limited to certificate students.

### **Course Objectives**

- Produce detailed documentation of the client interview process and design choices based on the information gathered from the interview.
- Develop and present site specifications including a site map and navigation structure.
- Identify the design specifications for the site including fonts, colors, graphics and page layouts.
- Produce a site mockup in either Photoshop or Dreamweaver.
- Document site implementation including accessibility, search engine .optimization, and the plan for usability testing and maintenance
- Present final site to client.

### **Course Details**

- Length: 12 hours
- Format: Student presentation/Group critique
- Class size: Maximum 12 students
- Prerequisites: Successful completion of all required classes

*The above prerequisites are considered to be the basic skills and knowledge needed prior to taking this class. Instructors will assume your readiness for the class materials and will NOT use class time to discuss prerequisite materials.*



### Course Contents

#### **Class 1: Capstone Project/Seminar Orientation**

#### **Class 2: Project documentation – focus on the client interview**

At this class you will be expected to present the following information for critique and feedback:

- Identification of the client
- Analysis of the client's needs
- Definition of the purpose of the website
- Definition of the audience (including any special needs)
- Definition of what the site will offer the audience and what topics it will cover

Students are free to develop their own forms for written documentation of this information, or can utilize the suggested forms available in the textbook from the Designing Effective Web Sites class. Students are required to provide a copy of the written documentation as well as make an oral presentation of this material.

#### **Class 3: Project documentation – focus on the site and page design**

In this class, you will be expected to present the following information for critique and feedback:

- Storyboard/site map
- Navigation plan
- Page layouts/wireframes
- Design specifications
  - Fonts
  - Colors
  - Graphics to be incorporated (including source)
  - Multimedia (if appropriate)
- Page mockups

Page mockups can be developed in either Photoshop or Dreamweaver. Students are required to provide a copy of the written documentation as well as make a verbal presentation of this material.



## **Course Contents, continued**

### **Class 4: Project documentation – focus on implementation**

At this class you will be expected to present the following information for critique and feedback:

- How the XHTML and CSS were written and validated
- Results of XHTML and CSS validation (printout of validation pages from W3C)
- How accessibility requirements were met or reasons why you felt they were not necessary for this audience
- The list of keywords, how they were determined, and how they have been implemented
- A usability testing plan
- A publishing plan
  - Domain name selection and registration
  - Web hosting services researched/selected

A written copy of the implementation plan will be presented for review at the time of the project presentation.

### **Class 5: Formal presentation of Capstone Project**

In the final class, students will present their published website to the instructor and other class members. Students will be provided with written feedback which indicates if the project meets the criteria for a “Pass” or still needs improvement.

### **Related Documents**

[Web Design Capstone Project Requirements](#)

[Web Design Capstone Project Evaluation Checklist](#)