



PAN AFRICA CHRISTIAN UNIVERSITY

DEPARTMENT: COMMUNICATION & LANGUAGES

COURSE CODE: COM203

JANUARY 2025

COURSE TITLE: INTRODUCTION TO WEB AND GRAPHIC DESIGN

FINAL PROJECT (40 marks)

INSTRUCTIONS:

Students will (in a group) to create a website using HTML, CSS and JavaScript for a fictional hotel. The group will conduct a series of research prior to the creation of the site.

Description

Hotel Website

Demonstrate your solid knowledge of HTML, CSS and JavaScript by creating an aesthetically appealing webpage for a hotel. You will be aligning the different food items, drinks and hotel rooms using a CSS layout grid. You will be adding images and you need to give it an appealing and interactive page through the proper combination of colors, font-style, images, menus and links for redirection to external pages. Create an external HTML page where you will add the hotel's website.

Create a form that has a text field, checkbox, radio button, and date where clients can be able to fill in to book and review your hotel's service.

Requirements

1. Come up with a working name for the hotel

2. Create a HTML file and form file
3. Include images (borrowed from the internet)
4. Your website should have a base layout of 3 columns in the HTML page.
5. Include basic links to the hotel's social media platforms. The links should open in a different tab.

Submission requirements:

1. Each student will be required to submit their own link the website independently on the LMS in the respective Assignment section.
2. Submit a MS Word document (Evaluation Report) that evaluates the whole process, discussing the challenges, lessons learnt and opportunities available from such a project.

Evaluation will be based on the rubric below:

Excellent (E) = 5mks, Very Good (VG) = 4mks, Good (G) = 3mks, Trial (T) = 2mks, Weak (W) = 1mk, Fail (F) = 0.

Marking Criteria		E(5)	VG(4)	G(3)	T(2)	W(1)	F(0)	Mark
1.	Name of the Website (5mks) • Is creative and appealing • Reflects the main content/focus of the website • Relevance in appeal to the target audience							
2.	Layout of the Website (5mks) • Has one main Centre of Visual Interest to draw the attention of the audience • Has consistency/unity in colours and texts and forms used. • Captures the name of the hotel • Photos and menu are properly uploaded and aligned and perhaps the price if needed							

3.	Sections of the Website (5mks) • Creative and expansive as per the needs of the target audiences. • Sections are well labelled to make them standout. • Sections are well balanced with adequate content							
4.	The Unity of the Website (5mks) • Information is relevant to the target audiences. • There is a visible house style i.e. unity in the typefaces and close relation of the type colours • There are theme colours for the entire website							
5	The Layout of Individual Pages							
	• The text flows as per a specific grid/column system but is not rigid and monotonous (5mks)							
	• There is creative use of white space (5mks)							
	• Appropriate choice, placement and utilization of photographs (5mks)							
	• Appropriate use of design element colour. Harmony in the colours with no clash. (5mks)							
6.	Editing of the content							
	• Language and tone is professional (5mks)							
	• Proper use of HTML tags, CSS and Javascript (5mks)							
7.	Typefaces (5mks)							

	• Appropriate use of Serifs and San-serifs • Enhanced readability: appropriate font sizes, interlinear spacing, font colours and font backgrounds							
9.	Overall Website's Interactive Appeal (5mks)							
10.	A Written Brief (individual submissions) Brief must explain;							
	• why the chosen hotel name, and the relevance of the Website to the target audience (5mks)							
	• the specific sections the student designed (5mks)							
	• the challenges encountered, the lessons and opportunities such a project presents (10mks)							
Overall Marks out of 80								
Converted Marks to 40%								

N/B

1. The website link will be submitted on the due date of the exam. **(NO PROJECT WILL BE RECEIVED AFTER THE DEADLINE).**
2. **BACK UP** your work so that no computers crash and no flash disks malfunction when you are just about to submit your work!

The complete website will be submitted both on the LMS and in a face-to-face class session where the lecturer will give the appropriate feedback to all students.