**CSS: Café Assignment (/104)**

Combine the skills you’ve learned over the past few weeks to design a website from start to finish. The type of website you will be creating is a business site, specifically for a business that specializes in food services. You may choose from a bakery, café, burger joint, pizzeria, or some other sort of restaurant. Otherwise, the sky is the limit when it comes to your design, as well as your content.

There are a few key criteria your website MUST contain in order for you to be successful:

1. **(/32) Structural/HTML Items**
   * (/1) External CSS page
   * (/1) Recognizable home page (index.html)
   * (/3) At least 3 additional subpages
   * (/1) At least 2 columns in layout
   * (/3) Navigation bar (either horizontal or vertical)
   * (/3) Working page links within the navigation bar
   * (/3) HTML to add images (img src=“file.ext”)
   * (/3) Divs and/or spans
   * (/3) Consistent use of element, class, and ID selectors
   * (/3) Organizational tags (H1-6, container, body, header, footer, section, aside)
   * (/3) Site banner on home page (on other pages, this is optional)
   * (/3) Functioning order form (includes text, radio, and checkbox input types)
   * (/3) Functioning contact form (includes text, and email input types)
2. **(/24) Formatting/CSS Items**
   * (/3) CSS to style font (note: it’s a great idea to make use of Google Fonts here, as well)
   * (/3) CSS to style background, text alignment and/or decoration
   * (/3) CSS to style background-images (background-image:url(file.ext);)
   * (/3x2) CSS to style boxing (border, padding, margins, radius) and positioning (float, clear)
   * (/3x2) CSS to style links as interactive buttons
   * (/3) Pseudoclasses to style links within navigation bar
3. **(/24) Content and Organization Items**
   * (/1) Relevant and creative business name
   * (/1) Description/mission statement of business
   * (/1) Date of last update/copyright information
   * (/3) Business’ location, contact information, and hours of operation
   * (/3) Delivery info, refund/return/cancellation policy, reservation/party information
   * (/3x2) Full menu, complete with item names, descriptions, and prices
   * (/3) Logical site organization: named subpages, with appropriate content placed on each
   * (/3) Logical page organization: lists, tables, appropriately sized and named headings
   * (/3) Relevant photographs on each page
4. **(/24) Design Items**
   * (/3) Stylistically edited/modified images
   * (/3) Stylistically composed and edited banner
   * (/3) Content (text and images) and design elements (typography, color, spacing, texture, lines, shapes, etc.) work together to create a readable, logical, and attractive website
   * (/3) Website is suited to its communication variables (audience, central idea, and purpose)
   * (/12) Website follows the CRAP model of design:
     + (/3) Contrast – is used to isolate key information and add interest
     + (/3) Repetition – design elements are repeated to add cohesion
     + (/3) Alignment – text, images, and other elements are properly aligned and spaced
     + (/3) Proximity – items that are closely related are close together, items that are distantly related have a reasonable amount of space between them

**CSS: Café Planning(/21)**

Prior to beginning your website, respond to the following questions to assist in your planning. You must show these responses to Ms. Hammond prior to creating your actual website.

1. (/6) Who is my target audience?

a. Age group =

b. Gender(s) =

c. Interests/Personality/Culture =

d. Household income =

e. Location of business =

f. Location of customers =

2. (/3) What image of my business do I want to portray via the website?

(e.g. formal, informal, up-scale, local business, international shipper, etc.)

3. (/1) What types of food will I sell?

(e.g. breakfast items, desserts, cakes, pies, cookies, custom-design cakes/desserts vs. a set menu, seasonal items, etc.)

4. (/1) What are my business’s hours of operation?

5. (/1) What is the business’s method of delivery?

(e.g. provide delivery service, if so for a fee or included in price, or is it pick-up only)

6. (/1) What types of information will I include on the website?

(e.g. full menu, photos, slideshow, contact info, delivery info, prices, refunds, cancellation policy, etc.)

7. (/1) Which page layout should I use?

(e.g. 2-column, 3-column, etc.)

8. (/3) What should I name my subpages? What type of content should I place on each?

9. (/3) What should my overall design scheme look like in order to portray my central idea, achieve my purpose, and appeal to my audience?

(consider: color, typography, spacing, size, shape, texture, images, organization, content, etc.)

10. (/1) What should the name of my business be?

**Total Mark = /125**