TEST PROJECT

CMS

WSC2017_TP17_CMS_EN

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INTRODUCTION

Global Fashion 2017 is a brand new fashion event that is to be held in Abu Dhabi. The company running this event needs help in designing a new and vibrant website in order to market the event and sell tickets.

DESCRIPTION OF PROJECT AND TASKS

This module involves knowledge about website design, website layout techniques, client-side scripting, and server-side scripting, all combined in one CMS project. You will be using most popular CMS, Wordpress. You will develop your theme as a child-theme for the Blankslate Wordpress theme, called *Blankslate_Child_WorldFashion*. For the fully functional website you will need to add some of the provided or self-developed plugins.

The company wants the possibility to create pages to show information about current, former and future events. They also want to publish news items. Make proper use of the provided plugins like SEO, social media support and security.

The website design needs to be classy and modern to fit with the target audience for Global Fashion 2017: Mainly female owners of fashion web shops.

WEBSITE DESIGN DETAILS

Create a design for a responsive front page for the fashion event 'Global Fashion 2017'.

Make a design for how the website will looks like at the following resolutions:

Desktop:1330px,

Tablet:768px,

Mobile: 320px.

Add the designs to a mockup to present your website.

The website consists of 2 page templates. A main page template for the upcoming events, and another page template for former events. You only need to design the main page.

The main page template:

The main page template includes

- Page title

- Header video gallery

- Event description (placeholder text)

- Countdown timer (October,19th 18.00)

- News posts

- Book tickets button

- Maps location (Screenshot)

- Tab to open the hidden sidebar

- Footer with copyrights and social media links

The page template for the former events

- Page title

- Header video

- Image gallery

- Event description (placeholder text)

- Maps location (Screenshot)

- Tab to open the hidden sidebar

- Footer with copyrights and social media links

The sidebar is added to all pages. The sidebar is hidden and just has a small tab. When clicking the tab, the sidebar slides or fades in.

The sidebar needs to support adding search widget, images of sponsors and a calendar widget.

The footer is added to all pages. The footer contains copyrights and links to at least three social media platforms.

The header section of the main page shows all videos in a gallery –instead of one video:

The video for the 2017 event will cover the header section of the main page. Other videos about former events are displayed smaller. The small videos contain year and place as title.

At the video gallery, when hovering small videos, the hovered video will be played and the large video will be paused. With mouse-out the small video stops and the large video continues.

The video gallery is the eye catcher of the main page. The design must be very appealing, but without loosing the classy and modern look and feel.

The main page shows an accurate countdown timer to the start of the event (October,19th 18.00).

Posts will be displayed in the main page with category icons. You should produce the icons for:

- Fashion catwalk (catwalk show related news items),

- Pop-up stores (news items related to available stores at the venue),

- Brand parade (news items related to the big parade where all famous brands participate)

- Posts will have a short message with 'read more' option and optional there can be an image.

Readability and attraction is very import for the design of the post.

The UI of the slider should have a minimal and elegant design for leading all the attention to the images.

STYLE GUIDE DETAILS

Necessary elements for the style guide including colors, sizes and fonts

- o Buttons
- o Backgrounds
- o Main title
- o Subpage title
- o Section title
- o Paragraphs
- o Navigation

o News category Icons.

- Add comments to the style guide to specify how to use the logo and the interactive elements.

The designs should be saved as: Desktop_WorldFashion.*, Tablet_WorldFashion.* and Mobile_WorldFashion.*.

The designs should be saved as *.png and .psd or .ai.

Add your designs to one of the provided mockups and save it as: Mockup_WorldFashion.png

In addition to the website design you need to design a style guide for future development of the website. You have to use one of the two provided logos, but you are allowed to make changes to the color of the logo.

Save your design, style guide and mockup files in this location: http://competitorYY.wsad.local/XX_cms_module/design

XX is your country code. YY is workstation number.

TECHNIQUE

The website layout should be developed with the ability to add menu items (up to 5 items each maximum 15 characters) and content without damaging the design. For future use widgets will be placed in the sidebar. Make sure the content of the sidebar can easily be changed without damaging the design.

The layout of the website needs to be identical to your designs, but also needs to scale without damaging the design when scaling the browser window between 320px and 1330px. Make use of HTML and CSS by the W3C standards for proper SEO support.

Clicking at menu and post items should not cause a page refresh, but post content will be loaded asynchronous from the server.

CMS DETAILS

For safety reasons two user profiles needs to be created:
- The Admin user - access to the complete WordPress main dashboard.
  o Username: adMinX
  o Password: Never4get!
- The Client user - access to the main WordPress dashboard showing only pages, posts, media and relevant plugins (image sliders, video gallery, security, seo).
  o Username: 4Clients
  o Password: Never4get2

The Wordpress login page should have the logo of GlobalFashion.

Pages

In the Wordpress dashboard for each page there are fields to fill for:

- Title
- Place
- Start date (yyyy, mm, dd), end date (yyyy, mm,dd)
- Description of the event
- Location (maps) image
- Video

Posts

In the Wordpress dashboard each posts contains:

- Title,
- Date,
- Message,
- Category-icon,

*Images are optional.

Create Image slider (plugin)

Create an image slider plugin that appears directly in the main dashboard menu as a plugin.

By using the plugin in the main dashboard menu, clients can create multiple sliders with at least three images. The sliders can be implemented on the pages by adding shortcodes. The slider can be paused by mouse-over, continued by mouse-out and individual images can be shown large by clicking at the corresponding thumbnail or button.

Header video gallery (plugin)

Create a plugin that adds a video gallery to the header of the main page. The video gallery contains a large video for the current event and small videos for the past events.

- For all videos year and place of the corresponding event can be described.
- Videos can be uploaded.
- Videos can be removed.
- Videos can be arranged by year (automatically or manual).

*It is allowed to add the code for the video gallery directly into the post page.

INSTRUCTIONS TO THE COMPETITOR

Publish the finished design files on: http://competitorYY.wsad.local/XX_cms_module/design

Publish the finished website on: http://competitorYY.wsad.local/XX_cms_module

XX is your country code. YY is workstation number.

FILES PROVIDED

ITEM	DESCRIPTION
Dummy Text	Dummy text for website content
Images and Videos	- Event Images - Event Videos - Location Images - Social Media - Sponsors
jQuery	jQuery core and slider plugin.
Logos	Available logos
Wordpress Plugins	Plugins for custom fields, SEO, security and social media
Wordpress-4.7.5	Wordpress CMS Core
blankslate.4.0.4	Wordpress theme
Mockup	A PSD
Fonts	Several Google Fonts

MARKING SCHEME SUMMARY

SECTION	CRITERION	JUDGEMENT MARKS	MEASUREMENT MARKS	TOTAL
A1	CMS Style Guide	2.00	0	2.00
A2	CMS Designs	3.00	0	3.00
A3	CMS Elements	2.00	1.00	3.00
B1	CMS Image Slider	0	3.00	3.00
B2	CMS Theme	1.00	3.00	4.00
B3	CMS Dashboard and Plugins	1.00	2.00	3.00
B4	CMS Sidebar	1.00	0.50	1.50
B5	CMS Video Gallery	1.50	4.00	5.50
B6	CMS Responsive Design	4.00	0	4.00
B7	CMS and Server Side	0	5.00	5.00
Total		**15.5**	**18.5**	**34.00**