

# **WEB HOT SHOTS**

**A Web Site Design Simulation Where  
Students Are the Lead Designers**

## **Student Workbook**



**B.E. Publishing**

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Students Are the Lead Designers

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PUBLISHED BY



**B.E. Publishing**

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### **Web Hot Shots • Student Workbook**

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## Welcome to Web Hot Shots

**Web Hot Shots** is a classroom simulation that gives students the experience of working as professional Web site designers for real-world business clients. Web development and design is a fast growing and exciting service-based business. The projects in this workbook will help develop your students' Web design and production skills.

### Skill Levels & Prerequisites

**Web Hot Shots** is intended for Web development and design students in grades nine and up at all Web design skill levels, whether beginning, intermediate, or advanced. It is assumed that students have a basic working knowledge of Web development and design software. This simulation does not include step-by-step, software-specific instructions that differentiate between various Web site applications. Rather, students are provided with instructions, resources, and content with which to produce professional-quality Web sites utilizing their own decision-making and creativity skills.

### Content & Resources

Developed with the assistance of Web design professionals, this simulation gives students a realistic view of how Web professionals work with clients to build business Web sites. Each project presents a scenario in which students assume the role of lead designers for the design studio of Web Hot Shots. Each project is designed in a self-paced, self-guided format.

The projects in this book are designed to be used in conjunction with the *Web Hot Shots Companion Web Site* at [www.webhotshots.net](http://www.webhotshots.net).



# You're Hired!

Started by two friends who first met in high school, Web Hot Shots has grown since first opening their doors. They now employ five full-time staff members and seven freelancers to assist with projects requiring additional help. This small, but growing, design studio specializes in creating Web sites for a variety of businesses, and you have just been hired as one of their lead designers.

The talented team you have joined works well together, supporting each other on multiple projects. As a lead designer, however, you will work directly with each client. You are about to embark on an experience that will bring you as close as it gets to the world of Web site design. Get ready for your first day at Web Hot Shots!

## Required Resources

The instructions in **Web Hot Shots** are presented in a way that can be easily adapted to whatever software you use.

It is assumed that you already possess a basic working knowledge of Web design and graphics software applications.

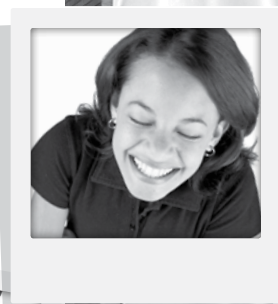
To complete the projects in this book, you will need access to:

1. **Web site design software**, such as Adobe Dreamweaver, Microsoft Expression Studio, or a similar application.
2. **Graphics or image editing software**, such as Adobe Illustrator, Photoshop, Fireworks, or a similar application.
3. **Internet connection** for access to project resources at [www.webhotshots.net](http://www.webhotshots.net).

## What You'll Learn

You have the creative freedom in choosing how to visualize each client's Web site. Each project will help you gain real-world practice and reinforcement in:

1. Carefully reviewing client requirements.
2. Thoughtfully planning each project on paper before beginning actual production.
3. Creatively interpreting a client's requirements into a professional looking Web site.
4. Accurately incorporating a client's content into your design.



# How Web Hot Shots Works

## Your Clients

**Web Hot Shots** gives you the opportunity to work through Web-building projects for three different businesses: **Pampered Pups**, **DJ Turntable**, and **Joe the Plumber**. Each of these clients has a successful business, but they are now looking for a way to attract new customers, as well as enhance their relationship with existing ones. A professionally designed Web site has become an important part of their respective plans for continued business success.



## The Parts of Each Project

**Web Hot Shots** projects consist of three parts: 1) **Instructions**; 2) an online **Web Planning Packet**; and 3) the **Web Content**. Each of these parts is discussed in more detail below.

### 1 Instructions

This section walks you through three phases of instructions on planning, designing, and creating the client's Web site as discussed below.

#### Phase 1 Get to Know Your Client

First, you will review your client's business profile, Web site map, and Web site goals.

#### Phase 2 Plan & Organize the Web Site

In order to plan the client's Web site on paper, you will first need to become familiar with the client's **Web Content**. You will develop this "Web site design plan" by using the online **Web Planning Packet**.

#### Phase 3 Build the Web Site

Finally, with your Web site design plan in place, you will begin building the Web site. Once you set up the Web site on your computer, you can start using the **Web Content** section to build the site.



## 2 Web Planning Packet

To help you plan and organize your Web site, you will complete a downloadable **Web Planning Packet**. This packet contains forms which must be completed before you start using a computer to build your client's Web site.

## 3 Web Content

The **Web Content** section includes all of the content and formatting instructions for each page in your client's Web site.

## Using the Companion Web Site

In addition to this workbook, you will access a companion Web site at **www.webhotshots.net**. The companion Web site contains a variety of resources to help you plan and build each client's Web site.

The companion Web site includes the following:

- ☐ Student resource section for each project.
- ☐ Web Planning Packet for each project.
- ☐ Multiple client logo files for each project.
- ☐ Graphics and document files for each project.
- ☐ Password-accessible instructor resource section.



## Basic Web Design Rules

A Web page generally displays a combination of five elements: text, colors, images, animation, and sound. All of these elements should be balanced in such a way that Web site visitors are not overwhelmed with too much information all at once, or too much visual clutter that can easily distract them from the message. Just as important, visitors must be able to find information easily and find it useful. No matter what your design style—or your client's preferences—keep the following tips in mind when planning and creating each client's Web site:

### Make it well organized

- ☐ Review the client's content carefully and completely.
- ☐ Research competitor Web sites to see what works and what doesn't.
- ☐ Plan the site's architecture first to determine how best to relate pages to each other.
- ☐ Select a layout format that best accommodates each page's content.

### Make it eye-catching

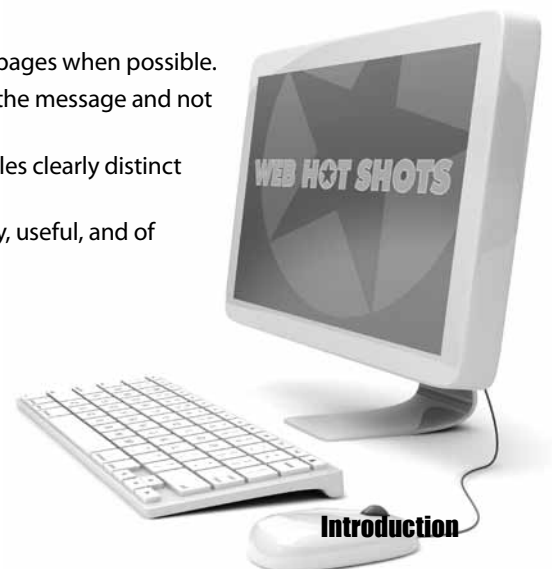
- ☐ Select graphics creatively and thoughtfully.
- ☐ Coordinate colors with the client's brand; for example, with the logo.
- ☐ Use complementary colors that enhance each other and the overall graphical theme.
- ☐ Remember to use graphics, color, and other elements sparingly so as to not overcrowd the site.

### Make it simple to use

- ☐ Make it clear how pages relate to each other and how to navigate between them.
- ☐ Make page links obvious.
- ☐ Keep text easy to read with simple type style selections.
- ☐ Keep layout formats as consistent as possible between pages.
- ☐ Select colors that are easy on the eye.
- ☐ Use Web-friendly typefaces (fonts).

### Make it informative

- ☐ Use less text whenever possible.
- ☐ Break up large amounts of text across multiple pages when possible.
- ☐ Use images, animations, and audio to enhance the message and not to just "decorate" the page.
- ☐ Format titles, subtitles, and paragraphs with styles clearly distinct from each other.
- ☐ Provide clear, accurate information that is timely, useful, and of interest to your audience.

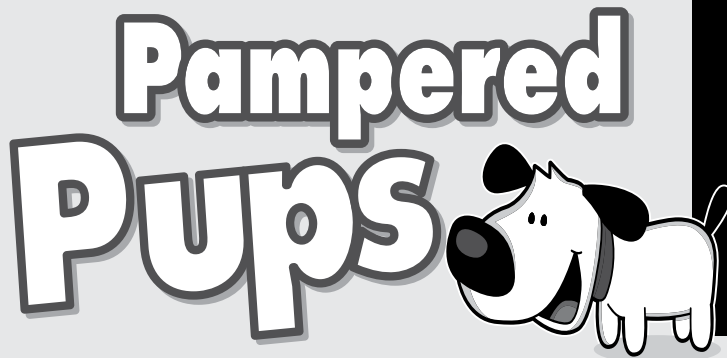




**WEB HOT SHOTS**

**Projects**





Doggie Salon & Kennel

This project contains three components necessary to design and build your client's Web site.

## Instructions

Meet the client and understand the project goals **10**

## Web Planning Packet

Begin planning and designing the client's Web site **[www.webhotshots.net](http://www.webhotshots.net)**

## Web Content

Format each Web page and build the Web site **16**



Project 1

# Instructions

This section walks you through the three phases of instructions on planning, designing, and creating the Pampered Pups Web site.

**Phase 1** Get to Know Your Client 11

**Phase 2** Plan & Organize the Web Site 13

**Phase 3** Build the Web Site 14



# Get to Know Your Client



Dee Ramos, the owner of **Pampered Pups, Inc.**, a dog grooming and kennel business, has hired Web Hot Shots to build a Web site for her business. You have been assigned the job of lead Web designer on the project.

**Phase 1** of your job is to **understand the client's needs** by becoming familiar with Pampered Pups' business and the owner's Web site goals.

## Step 1

### Review Pampered Pups' Business Profile

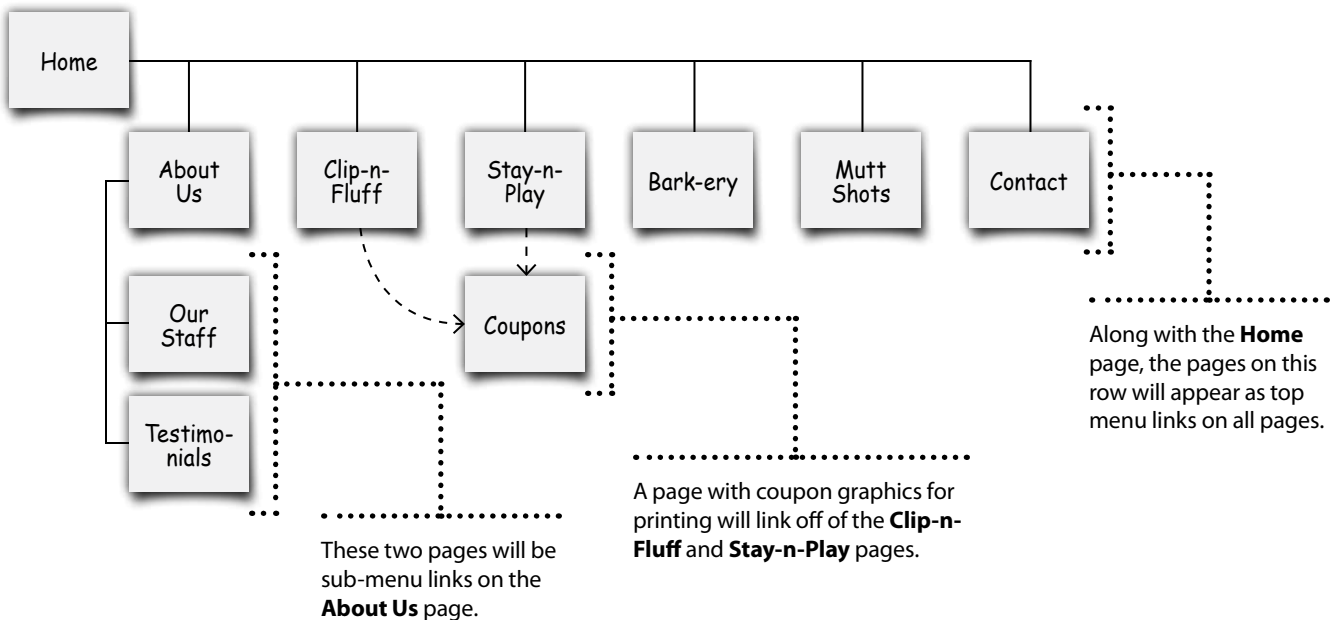
The more you know about your client, the more successful you will be in designing a great Web site. Become familiar with Pampered Pups by reviewing their business profile.

<b>Business Name</b>	Pampered Pups, Inc.
<b>Slogan</b>	"Where your dog waggles more and barks less!"
<b>Business Type</b>	A full-service dog grooming and kennel facility with an on-site dog treat "bark-ery"
<b>Year Established</b>	2003
<b>Owner</b>	Dee Ramos
<b>Description</b>	Pampered Pups has four full-time staff, five part-time, and several interns. The company offers two salon packages, with additional grooming options available. The kennel accommodates day and overnight guests. The client has recently started baking and selling a line of gourmet pet treats that have become popular with her clients. The owner is very personable and wants her Web site to convey a fun and caring environment.
<b>Customers</b>	Households who believe their pets are part of the family; Pet owners interested in providing their dogs with an all-natural diet; Young professional pet owners who work or live nearby; Show dog owners and breeders; Pups who want some pampering
<b>Contact &amp; Location</b>	Email: feedback@pamperedpups.com Phone: 888-555-PAMP Fax: 888-555-PUPS Mail: Pampered Pups, Inc. 408 Pickford Drive Pembroke Pines, FL 33026
<b>Business Hours</b>	Monday – Saturday: 7:30 AM – 6:00 PM Sunday: Closed



## Step 2 Review the Web Site Map

When building a Web site, it is important to have a “big picture view” of how all of its pages relate and link to each other. Visualizing a site’s structure in this way helps determine which pages are **top menu** links and which are **sub-menu** links.



## Step 3 Listen to Your Client’s Web Site Goals

A good designer is, first and foremost, a good listener. By asking lots of questions and listening carefully, you gain a real sense of your client’s expectations. In her own words, here’s what Dee Ramos would like the Pampered Pups Web site to accomplish.

As you can tell from our logo, Pampered Pups has a casual, fun-loving atmosphere and style. I mean, we play with dogs all day! How can we not be about fun?

I’d like my Web site to reflect that style. The design should be simple and bold, with fresh-looking colors. Yes, I want color, but I don’t want color to compete with the readability of the text. It’s important that the information is well organized on the page and easy to read. I’d rather have information spread over multiple pages, than have to scroll all the way down one long page.

Obviously, each page should have at least one picture of a dog as part of the design. I can’t wait to see what Web Hot Shots comes up with for our new Web site!

*Dee Ramos*



# Phase 2



## Plan & Organize the Web Site

Now that you have learned about Pampered Pups and their Web site goals, you can begin planning and organizing the site.

To create a professional, attractive Web site, you need to familiarize yourself with its content and plan your design on paper first. In **Phase 2**, you will develop a Web site design plan by using the **Web Planning Packet**.



### Using the Web Planning Packet

To help you plan and organize your Web site, you will complete a downloadable **Web Planning Packet**. This packet contains several forms which must be completed before you begin using a computer to build the Pampered Pups Web site.

### Step 1 Download the Web Planning Packet

To download the **Web Planning Packet**, do the following:

- a) Go to **www.webhotshots.net**
- b) Click on the Pampered Pups logo
- c) Download, save, and print the **Web Planning Packet**

### Step 2 Complete the Web Planning Packet

When completing the **Web Planning Packet**, you will need to carefully review the **Web Content** section on pages 16 - 35.

### Step 3 Review Your Web Site Design Plan

If required, submit the completed **Web Planning Packet** to your instructor for review. Make any revisions to your Web site design plan as needed.

# Phase 3



## Build the Web Site

With your Web site design plan in place, it is now time to begin building the Web site.

**Phase 3** requires that you set up the Web site files before you begin working with the **Web Content** section on pages 16 - 35.

### Step 1 Set Up Folders On Your Computer

Set up file folders for the Web site by doing the following:

- a) Create a new folder on your computer's hard drive or network drive. Name the folder "**Pampered\_Pups**." This will serve as your Web site's root folder.
- b) Create a sub-folder under the "**Pampered\_Pups**" folder and name it "**Images**." You will store all images and graphics used in your Web site in this folder.
- c) Create additional folders that will help you organize your Web site files.

### Step 2 Create a New Web Site

Using your Web design software, create a new Web site, naming it "**Pampered Pups**."

### Step 3 Download the Pampered Pups Logo

Go to **www.webshots.net** to download and save the Pampered Pups logo(s), which you selected when completing the **Web Planning Packet**, to your site's "**Images**" folder.

### Step 4 Build the Pampered Pups Web Site

Turn to the **Web Content** section (on pages 16 - 35) and follow the instructions provided to design and build the Pampered Pups Web site.



#### Important Notes

- ☐ In addition to your Web design software, you will need access to graphics software, such as Adobe Photoshop, to create and edit images.
- ☐ You will need continued access to the **Web Content** section on pages 16 - 35. This section provides the instructions and requirements for building each page within the Pampered Pups Web site.
- ☐ You will need continued access to the **Web Planning Packet** previously completed in **Phase 2** of this project.



Project 1

# Web Content

This section includes the content and formatting instructions for each page in the Pampered Pups Web site.

Common Page Items	18
Home Page	19
About Us Page	21
Our Staff Page	23
Testimonials Page	25
Clip-n-Fluff Page	27
Stay-n-Play Page	29
Bark-ery Page	32
Mutt Shots Page	33
Contact Page	34
Coupons Page	35



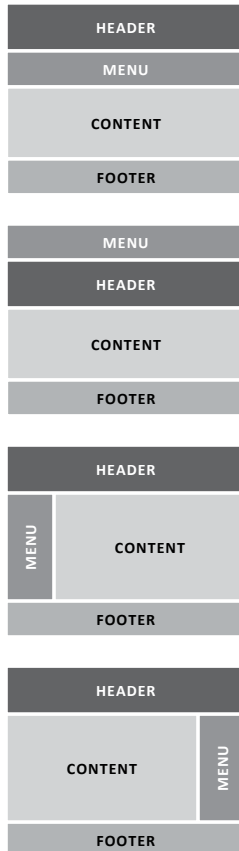




## Common Page Items

**Figure 1**

Regardless of which page layout you selected in the **Web Planning Packet**, make sure that your design includes all of the **common page items** required for Pampered Pups.



Most Web pages are made up of four basic areas: the **Header**, the **Menu**, the **Content**, and the **Footer**. Pages within a Web site generally have a consistent layout and share some **common page items**, such as a logo and company name, links to the main pages, phone and fax numbers, and social media links.

The **Header**, **Menu**, and **Footer** areas remain consistent throughout the site and contain these common page items. These items are shared by each page and are always visible to the viewer.

See **Figure 1** as a reminder of which page layout you have chosen to work with.

### Instructions

- Using your Web design software, design a page format to use as a template, or starting point, for building all of the pages in the Pampered Pups Web site.
- Design this new page template to include all of the common page items required for the Pampered Pups Web site as indicated below:
  - ☐ Include the following items in the **Header** of each Web page:

**Header**

- ☐ Pampered Pups logo
- ☐ Slogan: **Where your dog waggles more and barks less!**
- ☐ Pampered Pups phone number
- ☐ Other elements and information that can help make the Header more useful and attractive to visitors

- ☐ Include links in the **Menu** of each page to the following Web pages:

**Menu**

- ☐ Home
- ☐ About Us
- ☐ Clip-n-Fluff
- ☐ Stay-n-Play
- ☐ Bark-ery
- ☐ Mutt Shots
- ☐ Contact

- ☐ Include the following items in the **Footer** of each page:

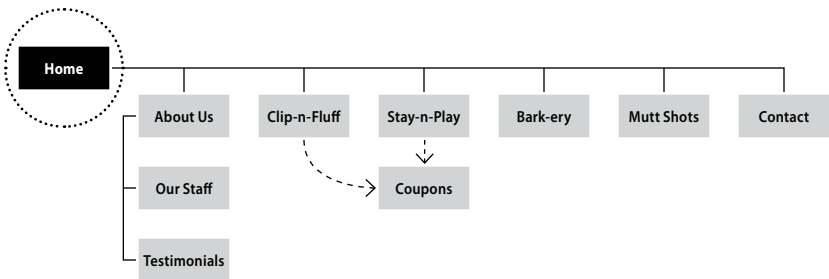
**Footer**

- ☐ Copyright notice: © 20XX. **Pampered Pups, Inc. All Rights Reserved.**
- ☐ Pampered Pups address, phone, and fax numbers
- ☐ Pampered Pups email address

- Add additional text and/or graphic elements to the Header, Footer, and/or Menu that enhance the look and feel of the common page items.
- Carefully review the content and format of the common page items.

## Home Page

The **Home** page is the first page visitors see. The design needs to get and hold their attention and motivate them to click and stay at the Web site.



### Note

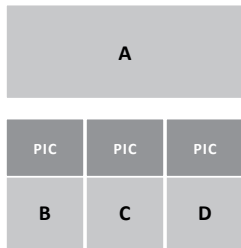
Review your **Web Planning Packet** and follow the instructions to create this page.

Be sure the required **common page items** (see page 18) are included in the following:

- ☐ Header
- ☐ Menu
- ☐ Footer

**Figure 1**

Arrange blocks **B**, **C**, and **D** side-by-side in three columns below content block **A** as shown.



### Instructions

1. Create a new page and save it as **index.htm**.
2. Add "*Pampered Pups :: Pet Grooming & Boarding Services*" as the browser page title.
3. Be sure to link underlined words to the pages as indicated in the **Link Alert** table.
4. Be sure to include images of dogs in your page design.
5. Enter the following as a separate content block, placing it at the top of the page design.

**A**

#### Welcome to Pampered Pups - where your dog waggles more and barks less!

We're a full-service pet grooming salon, daycare, and boarding kennel, with our own doggie-treat bark-ery. Located in the heart of Pembroke Pines, Florida, we're committed to making sure your "best friend" is treated with the same Tender Love-n-Care your pet has come to know and expect.

Please explore our site and learn how your pet can get some well-deserved pampering. Even better, contact us to schedule a tour, or just drop in for a visit. You'll see for yourself how our pet-loving staff is trained to sit up and listen when your dog speaks!

6. Enter content blocks **B**, **C**, and **D**, and place them side-by-side in three columns below content block **A** as shown in **Figure 1**.

- ☐ Emphasize the headings.
- ☐ Consider adding graphic images to each content block to enhance the professional look and feel of the page design.

**B**

#### How We Pamper

Our services are tailored to your pet's every wish:

##### Clip-n-Fluff

Spa and grooming services that make your pet look like the pick of the litter.

##### Stay-n-Play

Daily guests or overnight boarders have a "home away from home" with us.

##### Fetch

Can't make it here from there? We'll fetch your dog and bring 'em back when you can't.

C

### Good Doggie!

Doesn't all that loyalty we get from our pets deserve some lovin' back? You bet it does! And we think you deserve some rewards too. Check out the treats and rewards we have available for all of our friends:

Snap up some **Bark-ery Shop** gourmet pet treats.

Peek at some happy pets in our **Mutt Shots Gallery**.

Fetch **Coupon Rewards** as a "Thank you!" for your patronage.

D

### Tail Wagging

Our customers are doing some tail wagging of their own! Here's what some have had to say. **Read more** >

Block	Words	"Target" Page	URL / Page File Name
A	<u>salon</u>	Clip-n-Fluff	salon.htm
	<u>kennel</u>	Stay-n-Play	kennel.htm
	<u>bark-ery</u>	Bark-ery	shop.htm
	<u>contact us</u>	Contact	contact.htm
B	<u>Clip-n-Fluff</u>	Clip-n-Fluff	salon.htm
	<u>Stay-n-Play</u>	Stay-n-Play	kennel.htm
	<u>Fetch</u>	Contact	contact.htm
C	<u>Bark-ery Shop</u>	Bark-ery	shop.htm
	<u>Mutt Shots Gallery</u>	Mutt Shots	gallery.htm
	<u>Coupon Rewards</u>	Coupons	coupons.htm
D	<u>Read more</u>	Testimonials	testimonials.htm

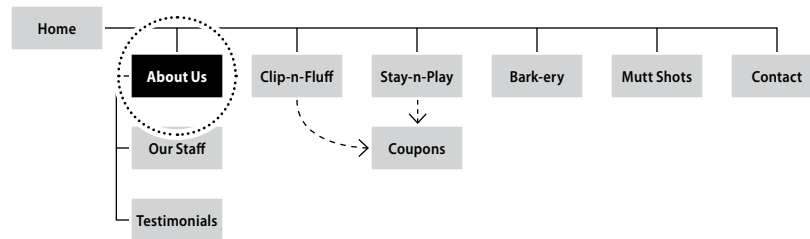
### Link Alert

The **underlined words** that appear in the text need to be linked to their respective pages as indicated on the left.

**NOTE:** These "target" pages may not have been created yet, so be sure to set the links as you progress in creating the site.

## About Us Page

The **About Us** page should help build trust between the company and its Web site visitors by being more personal and less of a sales pitch.



### Note

Review your **Web Planning Packet** and follow the instructions to create this page.

Be sure the required **common page items** (see page 18) are included in the following:

- ☐ **Header**
- ☐ **Menu**
- ☐ **Footer**

### Instructions

1. Create a new page and save it as **about.htm**.
2. Add "*Pampered Pups :: Pet Grooming & Boarding Services*" as the browser page title.
3. Include a **sub-menu**, **graphic links**, or **text links** to the following pages.
  - ☐ **Our Staff**
  - ☐ **Testimonials**
4. Be sure to include images of dogs in your page design.
5. Enter the following content block as the page title. Make the page title prominent.

#### A About Us

6. Enter the following as a separate content block.
  - ☐ Emphasize the heading.
  - ☐ Use a "handwritten" graphic or different type style for Dee Ramos' signature.

#### B Where your dog waggles more and barks less!

Ever since I was a kid, dogs have been some of my best friends. I grew up helping my Aunt Maria in her dog grooming salon, The Clip-n-Fluff. It was only natural that this love for pets would develop into my life's work. After college, I managed a local veterinary clinic for six years, until 2003, when my aunt was getting ready to retire and wanted me to take over her business. I saw the need for a place where dogs of every breed and size could play and get some TLC while their families were at work or out of town. And so, that year, Pampered Pups was born. We've been pampering dogs ever since, and they haven't stopped wagging their tails!

Pampered Pups is just as popular with owners as it is with their pets. Our services and hours are tailored to meet the needs of busy pet owners who want their "best friends" treated with the affection and care they get at home. Come see for yourself. Stop in for a visit, and bring your dog along with you.

**Dee Ramos**

Owner / Operator

Pampered Pups

# About Us Page

7. Enter content blocks **C** and **D**, and place them side-by-side in two columns below block **B** as shown in **Figure 2**.

- ☐ Emphasize the headings.
- ☐ Make block **C** larger than block **D** as shown in **Figure 2**.
- ☐ Separate each block visually with a different design style.

<b>C</b>	<p><b>Fetch Service</b></p> <p>We also offer pick-up and delivery services within a 20-mile radius of the metro area. That's right! We'll fetch your dog and bring him back when you can't. Just give us a 24-hour notice, and we'll be at your door in the morning, and back again at the end of the workday in our climate-controlled Fetch Mobile.</p> <p><b>Rates</b></p> <p>\$12 for One-way Trip</p> <p>\$20 for Roundtrip</p>
<b>D</b>	<p><b>Business Hours</b></p> <p>Monday – Saturday: 7:30 AM – 6:00 PM</p> <p>Sunday: Closed</p>

8. Add a small image of a dog to this page in a way that complements the page design.
- ☐ Add the text in content block **E** as a caption to the small image.
  - ☐ Link the image to the **Mutt Shots** page, which is described on page 33.
  - ☐ **Optional:** Animate the small image using a rollover image-swap effect.

<b>E</b>	<p><i>[Small Image of a Dog]</i></p> <p>See more "best friends!"</p>
----------	--

**Figure 2**

Arrange blocks **C** and **D** side-by-side in two columns below content block **B** as shown. Make block **C** larger than block **D**. Side-by-side layouts like this help reduce page scrolling.

