

## **Acknowledgments**

I would like to thank my family and friends for their support and encouragement over the years. I would like to thank my son Sterling for giving me the inspiration to see this project through to completion.

I would also like to extend a special thanks to the staff at OCAS library for their friendship over the years. Finally, I would like to acknowledge my advisor Dr. Sam Geonetta for supporting me with this multimedia project.

## **Dedications**

This project is dedicated to the students, faculty and staff members of Marva Collins Preparatory School of Cincinnati Inc. I would also like to extend a special dedication to Mrs. Cleaster Whitehurst Mims for her vision, support and determination for the success of the school and its children.

“Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent.” \*

\*Calvin Coolidge

# Table of Contents

<b>Section</b>	<b>Page</b>
Acknowledgements	i
Dedication	ii
Table of Contents	iii
List of Figures	iv
Abstract	v
1. Statement of the Problem	1
1. 1 Definition of the Need	
2. Product Description and Intended Use	2
3. The User Profile	2
4. Design Protocols	4
4.1 Flowchart	5
4.2 Interface design/navigation	4
4.3 Icons/graphical symbols	4
4.4 Color Scheme	4
4.5 Help	4
5. Timeline	6
6. Resources	7
6.1 Hardware/software needs	7
6.2 Cost	7
6.3 Proposed source of funding	8
7. Deliverables	8
8. Proof of Design	9
9. Conclusions and Recommendations	10
10. Table of Contents	11

## List of Figures

Figure 1.	Flowchart of Web site	3
Figure 2.	Timeline	4
Figure 3.	Cost Chart	5

## **Abstract**

This project implements a Web site at Marva Collins Preparatory School of Cincinnati. The primary users of this site will be parents, students, faculty and staff of the school. The Web site provides a calendar of events, faculty and staff information and useful links for users. An online enrollment application form is also provided and a classroom curriculum. A drop down box helps users navigate through this site.

# **Marva Collins Preparatory School of Cincinnati Web Site**

## **1. Statement of the Problem**

There is a growing disparity between individuals who have access to information and those who don't. Children who are given access to computers and the Internet at a younger age, as compared to those who don't, appear to have a stronger knowledge base. These children have also developed skills such as typing, working in a Windows personal computing environment, and the simple manipulation of a mouse (1, p. 22). These skills may seem minute, but in today's job market these are skills necessary to perform most basic tasks.

### **1.1 Definition of the need**

I have spoken to Cleaster Mims, director and CEO of Marva Collins Preparatory School. She expressed an interest in the development of a Web site for the school. Mrs. Mims understands the importance of introducing children to new and advanced technologies, she believes that a Web site at Marva Collins Preparatory will introduce the students to new and emerging technologies. A new computer lab has been setup, and forty-five brand new computers have just been purchased for the school. Mrs. Mims and myself believe that a Web site developed for the school is great timing, because of the new computers, this will give the students access to the Web site (3).

There are several problems facing use of computer technology by children at the school. First, many of the children have not been introduced to computers and Internet technology. Second, there are so many Web sites, with many of them not safe for children. Third, there is no place on the Internet that is geared to the community of users at Marva Collins. Fourth, Mrs. Mims would like to find

alternative ways to promote the interest of the school using the Web. And fifth, students, faculty, and staff members need a site on the Internet that is specifically for them (6).

## **2. Product Description and Intended Use**

I believe that Marva Collins Preparatory School of Cincinnati is arguably one of the most distinguished schools in the city of Cincinnati. Marva Collins has been a respected private institution for the past 11 years; it receives most of its funding through tuition reimbursements and donations. Since its establishment in 1990, Marva Collins Preparatory School has been highlighted in many local and national newspapers praising its continued academic success (5, p. 1). I believe a highly regarded school such as Marva Collins Preparatory School of Cincinnati, should have a Web site in place. The parents will benefit from this Web site because they can obtain 24-hour information about activities, parent-teacher conferences, or meetings they need to attend. The students will benefit from this site because it will introduce many of them to the Internet and Web technology. The faculty and staff can benefit from this site because it will provide them a central location for posting and receiving necessary information. As you can see from these examples the parents, students, faculty and staff members deserve a site of their own.

I developed a Web site for the Marva Collins Preparatory School. This Web site solves three of the main problems. First, it gives the students a safe starting point when surfing the Web, and contains images, links and navigation buttons. Second, it gives the parents, faculty, and staff members a point of interest that is specific to their needs. They have access to classroom schedules and stay reminded of upcoming

meetings and current events. This Web site also promotes interest in the school by listing events, activities, and fundraisers that the community can take part in. This Web site also serves as selling point for potential students as well as individuals who wish to use the school's resources for community activities.

### **3. The User Profiles**

The target user groups for this Web site are the students, parents, faculty and staff. Because I am a parent, whose child currently attends the school, I have spoken to other parents, and they have expressed interest in this Web site. Many of the parents whom I've spoken with are familiar with the Internet, and many would like to see an Internet site that could give them more information about what's going on at Marva Collins Preparatory. Many of the children whom I've spoken with are also familiar with the Internet and have used the Web to play games. Many of the teachers that I have spoken to at Marva Collins have done research on the Internet, and are familiar with Web technology, they believe a Web site could become a community in which all users could benefit.

#### **4. Design Protocols**

##### 4.1 Flowchart :

- A. See Figure 1.

##### 4.2 Interface design/navigation:

- A. The user moves through the Web site using links and buttons created with Macromedia Flash.

##### 4.3 Icons/graphical symbols:

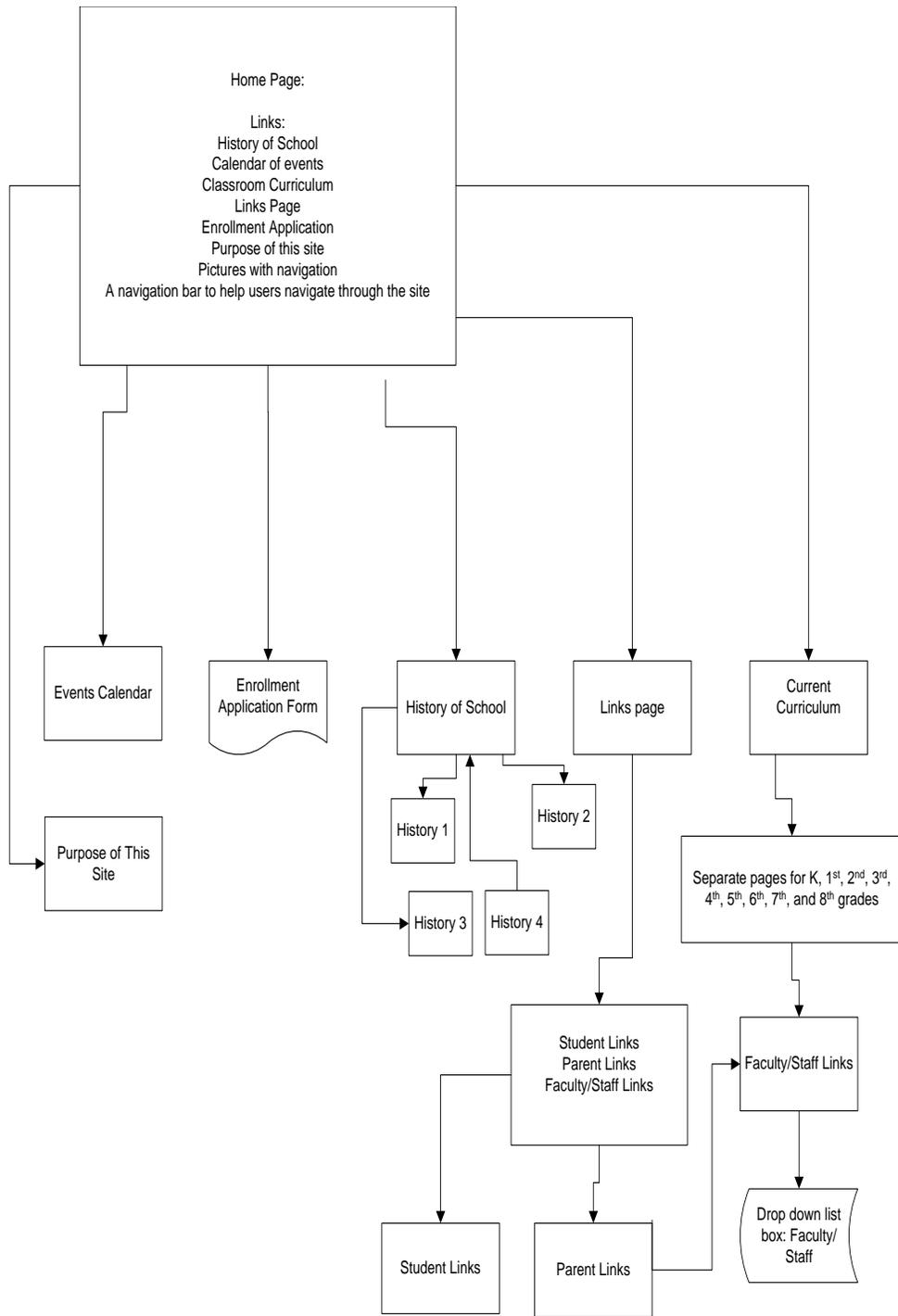
- A. The Web site contains images of the students, faculty and staff at work and play. Images of both campuses will be background watermarks.

##### 4.4 Color Scheme:

- A. The background colors are orange and red, but also contain watermarks of images of the school.
- B. The foreground has black text and have the words of the school in red.
- C. The school's logo appears on every page.

##### 4.5 Help:

- A. Help is provided with a drop down box on every page, this also helps User's navigate to the other pages within the site.



**Figure 1. Flow chart of the Web site**

## 5. Timeline:

<b>Task Name</b>	<b>Start Date</b>	<b>End Date</b>	<b>Duration/Days</b>
<b>Senior Design I</b>	01/03/01	03/17/01	76
-Feasibility Study	01/08/01	01/15/01	7
-Interviews	02/08/01	02/08/01	1
-Reading	01/10/01	03/11/01	60
-Research	01/10/01	03/10/01	60
-Progress Report 1	02/05/01	02/05/01	1
-Report	02/06/01	03/05/01	29
-Rough Draft	02/06/01	02/12/01	6
-First Draft	02/08/01	02/19/01	7
-Progress Report 2	02/26/01	02/26/01	1
-Final Draft	02/28/01	03/05/01	16
-Presentation	03/12/01	03/16/01	3
-Final Presentation	03/16/01	03/16/01	1
<b>Senior Design II</b>	06/17/01	08/29/01	73
-Develop Prototype	06/26/01	08/15/01	51
-Web page design	06/26/01	08/15/01	50
-Graphic Design	06/27/01	08/16/01	51
-Incorporation of Links	08/02/01	08/18/01	16
-Report	06/29/01	08/08/01	41
-Rough Draft	07/17/01	07/25/01	8
-First Draft	07/17/01	08/08/01	23
-Final Draft	08/10/01	08/27/01	10
-Presentation	08/15/01	08/29/01	15
-Check Prototype	08/15/01	08/27/01	13
-Slide Preparation	08/22/01	08/28/01	7
-Final Presentation	08/29/01	08/29/01	1
<b>Senior Design III</b>	01/06/02	03/13/02	67
-Incorporation of additional images	02/06/02	03/4/02	27
<b>-Draft of Final Report</b>	02/06/02	02/20/02	15
-Completion of necessary pages	01/06/02	03/4/02	65
-Connecting all links & pages	01/06/02	03/4/02	65
-Final Product Test	01/06/02	03/12/02	73
-Report	02/06/02	03/06/02	28
-Final Presentation	03/13/02	03/13/02	1

**Figure 2. Timeline for completion**

## 6. Resources:

### 6.1 Hardware/ Software needs:

- 700 MHz Pentium III processor
- Windows 98/2000 or higher
- 100 Mb available disk space, 50 Mb of virtual memory function
- 64 Mb RAM
- Mouse
- CD-ROM
- “19 SVGA monitor
- Scanner or digital camera
- Macromedia Flash
- Macromedia Dreamweaver
- Internet Explorer 5.0
- Microsoft Access
- Adobe Photoshop 6.0

### 6.2 Cost:

Hardware/Software requirements:	Cost:
700 MHz Intel Pentium II processor/ with attachments.	\$2,500.00
Windows 98/2000	250.00
Microsoft FrontPage 2000	149.00
Macromedia Flash	1,099.00
Macromedia Dream Weaver	449.00
Adobe publishing collection	999.00
<b>Total Cost</b>	<b>\$5,446.00</b>

**Figure 3. Cost**

### **6.3 Proposed source of funding:**

Funding was provided in part by Marva Collins Preparatory School. Any additional funding was provided by myself.

## **7. Deliverables**

The deliverables for this project are as follows:

- Interactive pages using Macromedia's Flash for text and buttons
- Information on calendar of events using a Web table
- A drop-down help box for navigation through the site
- Application for enrollment using an online application form
- History of the school:  
-This is a Web page that has the school's history.
- A links page for parents, students, faculty/staff:  
-The Links page contains several links of interests for each user group.
- Classroom curriculum
- A drop-down list box of faculty and staff contact information

## **8. Proof of Design**

This multimedia project was developed with the intentions of providing the parents, teachers, faculty and students of Marva Collins Preparatory School of Cincinnati a point of interest that is specific to their needs. This Web site is well suited for providing interactivity; it was created using Macromedia's Flash 5.0, and Dreamweaver 5.0. All of my deliverables have been accomplished. This Web site provides interactivity with the use of buttons and links created by Macromedia's Flash. This Site contains: a calendar of events, a history of the school, a classroom curriculum, a drop-down list box of faculty and staff information, and an online application form for enrollment using an online Web page form.

This project has educated me on computer applications, computer connectivity, multimedia production and technical communication. I have learned how to develop technical documentation, and through this experience I can certainly train others who are interested in creating their own Web site. I have become proficient with many computer applications. This will allow me to develop solutions for the communication and management of information.

## **9. Conclusions and Recommendations**

This site has been a labor of love for the past year. I have made many mistakes along the path to completing this project, but with those mistakes came tremendous learning opportunities. I have learned that when developing a Web site it is important to first assess the scope of the project. Make certain that you or your team members have understood and answered all the pertinent questions about scope. What may appear to be insignificant questions may turn out to be an issue determining whether you successfully complete the project. Keep a notebook with questions, answers, and comments from the client.

I recommend considering these questions when developing a Web project:

1. What is the purpose of this site?
2. Is the site intended to advertise a business or a single project?
3. Do you want the appearance of the site to be in a formal or an informal format?
4. Who is your target audience (users, viewers, or readers)?
5. What message do you want visitors to get from this site?
6. What are goals and objectives for the site?

Successful Web sites take planning, time, and thought. It is important to obtain as much information as possible before you begin its design (6).

Further considerations for this site will include getting the Children of Marva Collins involved in updating the information contained within this site. My vision is to see each classroom develop their individual Web page and upload it onto the site.

## References

1. Bolt, David. Digital Divide; computers and our children's future. New York: TV Books, 2000.
2. Buyens, Jim. Step-by-step web database development. Washington: Microsoft press, 2000.
3. Cleaster, Mims. President and CEO, Marva Collins Preparatory School of Cincinnati, Inc. Personal interview. January 22, 2001.
4. "Dell Computers". <http://www.dell.com/us/en/gen/default.htm>. 1999 – 2001.
5. Editorial Page. "Good News Monday," Cincinnati Enquire. Monday Oct. 18, 1999.
6. Garrod, Candace. Macromedia Dreamweaver Rapid Web Design California: Prima Publishing 2001.
7. "Macromedia". <http://www.macromedia.com/software/flash/>. 1995 - 2000.
8. "Microsoft". <http://www.microsoft.com/ms.htm>. February 19, 2001.
9. Web Page: <http://www.britannica.com/seo/m/marva-collins/>
10. Web Page: <http://www.usdreams.com/collins9091.html>