Deliverable:	#7 - App web page and personal technical blog post
Due Date:	December 5 @ 0800 via e-mail
Title:	SE2: Software Design and Architecture
Course ID:	CS 446, SE 464, ECE 452, CS 646

WWW:	http://www.cs.uwaterloo.ca/~rtholmes/teaching/2011fall/cs446/index.html
Twitter:	https://twitter.com/cs446

Lectures:	Tuesday & Thursday	1600 - 1720	MC 1056
Tutorials:	Friday	1430 - 1520	MC 4060

Instructor:	Dr. Reid Holmes; DC 3351.	Office hours by appointment. `rth.se2@gmail.com`
TAs:	Kevin Shelley; DC 3334.	Office hours by appointment. `karshell@cs.uwaterloo.ca`
	Wei Wang; DC 3334.	Office hours by appointment. `w65wang2cs.uwaterloo.ca`

Description:

The final deliverable for the course focuses on written communication. In the group component you will create a marketing-oriented web page for your project. The personal component will involve writing a technical blog post that would have helped you solve a problem you encountered while creating your application. Both components will be posted to the course web page.

Requirements:

1. The marketing web page for your app.
2. Your technical blog post.
3. Part 1 & 2 must be ZIPs; be sure we can easily identify your team mates from the provided materials.
4. Only one team member needs email the team component to `rth.se2@gmail.com` by 0800 on Dec 29.

    File naming scheme: `cs446-d7_<project-name>.<zip>`

         * (use – instead of space in file names)
5. Each individual component must be emailed to `rth.se2@gmail.com` by 0800 on Dec 5.

    File naming scheme: `cs446-d7_<project-name>_<your-name>.zip`

         * (use – instead of space in file names)

Marketing web page

Being able to effectively communicate is an important skill for a software architect or designer. In this deliverable you will create a web page describing your application for a non-technical audience (aka to the primary customer of your application). Your page should include a description of what the app does and how it will help the customer. Including screenshots is required; if you wish you can also include links to YouTube video(s) showing your app in action.

There are no constraints on the web page you design as long as it is fully contained (e.g., using relative URLs all being served from a single directory). No external resources can be referenced with the exception of youtube videos, should you choose to include them.

Technical blog post

While developing your app you undoubtedly encountered technical difficulties and consulted the web to find solutions to some of these problems. The intent of this deliverable is to create a blog post that would help an app developer solve a technical problem. You almost certainly encountered some difficulties on the project that would benefit from a tutorial such as this so try to choose a problem from your own experience. Team mates **cannot** submit a blog post addressing the same problem; be sure to coordinate with your team to make sure you are all covering unique issues.

Each of your technical tutorials should use the same layout and formatting scheme; the sample tutorial below demonstrates how to use the provided styling. Be sure your tutorial matches the format of the one provided below. No external stylesheets or styling elements can be used.

I have provided a sample blog post; this post is fairly light on detail and would probably be assessed as a mid- to low-B.

http://www.cs.uwaterloo.ca/~rtholmes/teaching/2011fall/cs446/blog/multipleUiBinderTemplates/

If you really dislike the specified style, you can include your own style.css with the assignment. This style _must_ work with the structure of the document specified in the sample (e.g., we should be able to apply it to any submitted technical tutorial). The TAs will vote on their favourite style and award a 2% bonus to the best style; the bonus will not be awarded if no style is better than the default provided.

Assessment:
This assignment is worth 15% of your final grade. The marketing web page will comprise 50% of this assignment mark; the technical blog post will comprise the other 50%. The marketing page will be assessed by its perceived ability to convey what your app does to a customer and to convince them to purchase/install it. The technical blog post will be assessed for clarity, technical utility, and completeness.

Once marked the marketing pages and technical tutorials will be posted here:

http://www.cs.uwaterloo.ca/~rtholmes/teaching/2011fall/cs446/blog/