WEEK 2: Business Plan Presentation

Day 1: Matching presentation template with business plan elements. Making the navigation bar links.

Look at your html file that you based on the flexible box model.html file. In the<Nav id=”top\_menu”> contains just words in a list: Home, About, Our Products, Contact Us. We need to convert them to links to your other pages.

Finalize what these other pages should be called and how many of them you need for this project.

I used Home, Introduction, Management, Marketing, Financial, SWOT, Lovebytes Video and Appendix; These elements generally follow the part of the business plan outlined in the judging rubric.

To convert items in the list to click-able links:

Open your html template file in Notepad++

In place of the word "Home", type<A href=”Home.html”>Home</A>

Key in the links for each page that you have in your presentation. Remember put these links right after the link tag <li>

Check your work against my first page for Lovebytes. Load Index.html into Notepad++. Load main3.css also and compare.

Click on Run and Launch in Chrome to see how things look.

The links will not work at this time. You will need to create each of these pages, which we will do in this tutorial.

Open your html file in Notepad++ if it is not already list as a tab

In the<Header=”top\_header”> Replace the word welcome with your company's name

We need to add a logo here and any slogan that we use in our company.

Open up my index.html file and see what I did for logo and slogan. A copy of this is below in the scrollable box

Change your html file to reflect what you want to use for a logo or slogan. Make sure that the logo is in the same folder as the rest of your work.

Logos can be jpegs , gifs or bitmaps

Use the height and width parameters to adjust the size of our picture

<h1>Lovebytes Computer Dating Service</h1>

<img src="New Logo.jpg" height=100 width=175 border =3>

<Center><h2>Not Ready for Mr. Right or Miss Right. How about Mr. or Miss Right <u>Now?</u></h2></center>

Day 2: Deciding what information to put on your first or home page.

What do you want to be on your first page?

Think of three different things.

Remember the Article sections are the main part of the presentation and the side news is related information

This is the first page of our presentation, so you want to capture their attention.

It must load quickly, so no large graphics, etc.

If you examine index.html you can see that I used one article as an explanation of what is computer dating.

The next article is a profile of one of our subscribers- which is what our customers are paying for along with how they matched up with a person.

The side news box is a testimonial from a satisfied subscriber.

Below is what the index.html or home page looks like in code.

The style sheet file is called StylePresentation.css

<!DOCTYPE html>

<html lang="en">

<Head>

<Meta char set="utf-8"/>

<Title>Lovebytes Index</Title>

<Link Rel="StyleSheet" href="StylePresentation.css">

</head>

<body>

<div id="big\_wrapper">

<Header id="top\_header">

<h1>Lovebytes Computer Dating Service</h1>

<img src="New Logo.jpg" height=100 width=175 border =3>

<Center><h2>Not Ready for Mr. Right or Miss Right. How about Mr. or Miss Right <u>Now?</u></h2></center>

</Header>

<Nav id="top\_menu">

<ul>

<LI><A href="index.html">Home</A>

<li><A href="Introduction.html">Introduction</A>

<li><A href="Management.html">Management</A>

<li><A href="Marketing.html">Marketing</A>

<LI><A href="Financial.html">Financial</A>

<LI><A href="SWOT.html">SWOT</A>

<LI><A href="LoveVideo.html">LoveBytes Video</A>

<li><A href="Appendix.html">Appendix</A>

</ul>

</Nav>

<div id="new\_div">

<Section id="main\_section">

<Article>

<Header>

<h1>A new way to get a date</h1>

<h2>Try Lovebytes.com</h2>

</Header>

A new computer dating service has come to town, It is called Lovebytes. A byte is a unit of digital information that consists of eight bits. Since a computer is used to find love, thus the name Lovebytes.

It is not like any other dating service around. It is meant just for high school and college students. They help you find a date - not the forever kind, just one for right now. Most people believe that young people have no difficulty finding a date. Nothing could be further than from the truth according to CEO, Jerry Belch. He says that there are so many things competing for our time that dating just takes the back seat. No pun intended.

Written by Sherry Bell,

Editor of the Richmond High School Gazette.

Lovebytes Dating Profile

Respondent Janet Coy

DATE POTENTIAL

Janet is very romantic. She likes action films with car crashes, violence and lots of fights. She is not much of a sports fan and is not really thrilled with the prospect of spending her Sundays watch football.

Miss Coy would enjoy staying at a cabin on the beach for a weekend with you.

She wants to keep a pretty tight rein on your time. This potential date won't go near a surfboard since she may not be able to swim.

Your prospective date is somewhat conservative when it comes to money spend on you while on a date.

There is a good chance that your first ate might be a school dance.

You have a good chance of being kissed goodnight on your first date.

PERSONALITY

This respondent would like to vacation at the beach. She doesn't get going until the afternoon. She has an appetite for many different types of food. If a free trip were won, she would like to see Europe. Janet enjoys Mexican food and it is a favorite. She likes to watch football. She is somewhat demanding when talking with people in stores and restaurants. Janet believes that most people should own a car.

Janet believes that being grounded is not quite as severe as death.

Miss Coy would have a very difficult time living without a cell phone.

Janet believes that social media are an integral part of life. The latest fashions and accessories are not that important to her.

JOB/CAREER

Respondent is not very concerned about the type of work that she does, since weekends are more important. Janet believes that, in most cases, a husband and wife must work outside the home to make it financially.

Miss Coy would like to get a four-year college degree. She believes that a job in which you help others is important.

CHARACTER

Respondent believes that making a lot of money is a moderately important goal. She is a pretty religious person. She is moderately sensitive toa hint of criticism and agrees that in a relationship, you should please yourself first, then the other person.

She needs a moderate degree of emotional support and goes out of her way to avoid disappointing anyone.

She is somewhat mindful of people's feelings and will not just say anything that needs to be said.

Janet does not put things off on a regular basis. Careful, Miss Coy does not like to be crossed. Consider that she is pretty dangerous.

She does not want to lose your friendship, but believes that it it not the end of the world. Sometimes Janet can simulate emotions she does not feel.

Profile generated by LoveBytes.exe

Testimonial

I recently broke up with my boyfriend, just before the senior prom. I had already bought my dress and arranged to double date with my best friend. Lovebytes made it possible for me to go to my prom with one of the most popular, most interesting boys I have ever met. We had so much in common and lots to talk about.

We are planning on seeing each other again. I would recommend this service to anyone in high school or college. Thank you to Lovebytes.com for making my senior year a great success.

Sincerely

Jessica S

Copyright; 2013 Lovebytes Incorporated Santa Barbara, California

Now you complete your home page with your information.

Turn in a copy of your code with your progress log at the end of the week

Day 3: The Introduction Page of the presentation.

Load your Html template into Notepad++. This is the file that we will use to begin all of our pages since we want all of them to have the same layout and styling. Save the file and call it Introduction.html in your documents.

Look at the business plan rubric and my Introduction.html page in Notepad++

My Introduction page contains:

The same heading, logo, slogan, colors and fonts as the first page.

An Executive summary

An audio player

Look over the code and the finished product of my page.

Try to play the song. The song ties in with the theme of computer dating. The idea is to use computer dating rather than to look for love in all the wrong places.

I am quite sure that you are not old enough to remember the John Travolta and Debra Winger movie, Urban Cowboy, however, a lot of the scenes were shot in Gilley's Place in Pasadena, Texas.

The lead singer of one of the bands that played there was Johnnie Lee. It was his song, ” Lookin' For Love in All the Wrong Places” that was chosen.

Substitute your information for the articles and side news

Notice how the audio sound track is played directly with HTML5. It is a snap. It only takes a few lines.

Make sure that you save your audio file in the same folder as the rest of your presentation file.

<audio controls height= "100" width="100">

<source src="love.mp3" type="audio/mpeg">

<source src="love.ogg" type audio/ogg">

Your browser does not support the audio element.

</audio>

The first line sets the size of the audio player controls.

The second line names the song - love.mp3 and tells it that it is an audio mpeg file

The next line is for a music file in the. ogg format

MP3 is the most commonly used format.

If your song is not in the mp3 format, you can convert it to Mp3 using the I-tunes program

The next line is one you hope your users do not see. They will only see it if they cannot play the audio file

The last line ends the audio tag.

Day 4: Introductory page, Business Object and Mission statement

The Description - Create your company description put in the side news box

Business Objectives. Create your own and put them in the Article 2 section

Mission Statement- Write your own and put in the side news box.

>Save your html file and launch it in chrome to see how it looks.

Turn in a copy of your completed Introduction.html page to your department VP. at the end of the week with your progress log.

Day 5: The Managementent.html page: Organization chart

The management page consists of an organizational chart, job descriptions for our staff, Planning Strategies, and audio presentation.

For Day 5 we will just look at how to do the organizational chart using the html5 canvas element and the Chart.js file.

The new HTML 5 concepts introduced include the Canvas element, which was used to construct the organizational chart

Open Management.html in Notepad++

There a few new things to learn here.

In addition to a css file and html file we will add an external JavaScript file.

Located near the top of the document you will see these new lines. These lines are how you access the Java Script file, that draws the organizational chart.

<Link Rel="StyleSheet" href="StylePresentation.css">

<script src = "Chart.js">

</script>

</head>

<body>

Also locate the lines that relate to the Canvas Element in the HTML file. They are in Article one box.

<canvas id="canvas" height="200" width="900">

Hopefully you do not see this. Get Google Chrome as your Browser

</canvas>

You give the canvas an id and set it equal to canvas and set the height and width to determine how much of your page you want to devote to the picture..

This is the area set aside to draw things in.

Our canvas is 200 pixels high and 900 wide,

Here is what the Chart.js file looks like

function doFirst(){

var x = document.getElementById('canvas');

canvas = x.getContext('2d');

//canvas.beginPath();

canvas.moveTo(10,20);

canvas.lineTo(249,20);

canvas.stroke();

canvas.strokeRect(250,5,100,25);

canvas.fillText('Chief Exe Officer',255,22);

canvas.moveTo(350,20);

canvas.lineTo(550,20);

canvas.stroke();

//line down to first vp

canvas.moveTo(40,20);

canvas.lineTo(40,40);

canvas.stroke();

// line down for second vp

canvas.moveTo(180,20);

canvas.lineTo(180,40);

canvas.stroke();

// line down for third vp

canvas.moveTo(420,20);

canvas.lineTo(420,40);

canvas.stroke();

// line down for fourth vp

canvas.moveTo(520,20);

canvas.lineTo(520,40);

canvas.stroke();

//first vp box

canvas.strokeRect(10,40,60,20);

canvas.fillText('CFO',20,52);

// Vp of It

canvas.moveTo(150,40);

canvas.lineTo(150,40);

canvas.stroke();

canvas.strokeRect(150,40,60,20);

canvas.fillText('IT VP',155,52);

//administrative assistant

canvas.moveTo(300,30);

canvas.lineTo(300,40);

canvas.stroke();

canvas.strokeRect(270,40,60,20);

canvas.fillText('Adm Assist',275,55);

// vp of sales

canvas.strokeRect(390,40,60,20);

canvas.fillText('VP Sales',395,55);

// vp of human resources

canvas.strokeRect(490,40,60,20);

canvas.fillText('VP of HR',495,55);

// payroll clerk line

canvas.moveTo(10,80);

canvas.lineTo(10,60);

canvas.stroke();

// Ar Clerk

canvas.moveTo(40,80);

canvas.lineTo(40,60);

canvas.stroke();

// banker Gl clerk

canvas.moveTo(70,80);

canvas.lineTo(70,60);

canvas.stroke();

// web master line down

canvas.moveTo(180,80);

canvas.lineTo(180,60);

canvas.stroke();

//sales clerk 1 - lines down

canvas.moveTo(390,80);

canvas.lineTo(390,60);

canvas.stroke();

//sales clerk 2 - lines down

canvas.moveTo(410,80);

canvas.lineTo(410,60);

canvas.stroke();

//sales clerk 3 - lines down

canvas.moveTo(430,80);

canvas.lineTo(430,60);

canvas.stroke();

//sales clerk 4 - lines down

canvas.moveTo(450,80);

canvas.lineTo(450,60);

canvas.stroke();

// payroll clerk box

canvas.strokeRect(2,80,20,20);

canvas.fillText('P',5,95);

// AR clerk box

canvas.strokeRect(30,80,20,20);

canvas.fillText('AR',32,95);

// banker clerk box

canvas.strokeRect(60,80,20,20);

canvas.fillText('B',66,95);

// web master box

canvas.strokeRect(150,80,60,20);

canvas.fillText('Web Master', 152,93);

// sales clerk 1 box

canvas.strokeRect(380,80,20,20);

canvas.fillText('S1',382,95);

// sales clerk 2 box

canvas.strokeRect(400,80,20,20);

canvas.fillText('S2',405,95);

// sales clerk 3 box

canvas.strokeRect(420,80,20,20);

canvas.fillText('S3',423,95);

// sales clerk 4 box

canvas.strokeRect(440,80,20,20);

canvas.fillText('S4',443,95);

// line for web 1

canvas.moveTo(150,100);

canvas.lineTo(150,120);

canvas.stroke();

// line for web 2

canvas.moveTo(170,100);

canvas.lineTo(170,120);

canvas.stroke();

// line for web 3

canvas.moveTo(190,100);

canvas.lineTo(190,120);

canvas.stroke();

// line for web 4

canvas.moveTo(210,100);

canvas.lineTo(210,120);

canvas.stroke();

// box for web 1

canvas.strokeRect(140,120,20,20);

canvas.fillText('W1',142,132);

// box for web 2

canvas.strokeRect(160,120,20,20);

canvas.fillText('W2',162,132);

// box for web 3

canvas.strokeRect(180,120,20,20);

canvas.fillText('W3',182,132);

// box for web 4

canvas.strokeRect(200,120,20,20);

canvas.fillText('W4',202,132);

}

window.addEventListener("load", doFirst,false);

We now need to explain how to draw the organizational chart on our canvas using the Chart,js file instructions.

Do not panic. It is not as complicated as it seems.

The top three lines begin a JavasSript function called doFirst

Next we create a variable called X and set it equal the canvas element in the html file

The third line tells it to behave in a two dimensional way. 3D is on the way in HTML5

Even though there are many lines in between these, the last line should be added now.

The last line tells the browser to run the doFirst Java Script function as soon as the page loads.

The lines in the middle are the ones that map out how to draw the chart.

We have a canvas that is 200 pixels high and 900 pixels wide. Our chart is much wider than it is tall.

Before coding, the Chart.js file, draw out your organizational chart on a piece of paper. You can look at the Lovebytes example to see what one looks like. <A href="Management.html">Organizational chart</A>

If this chart matches up with your company organization, feel free to just use this file

You can modify certain lines if you wish.

Follow these steps to produce the chart that is displayed in the chart.js file.

First we need to understand how the canvas is organized.

It has coordinates that are listed as horizontal first, and vertical second.

Coordinate 0,0 is the upper left-hand corner of the canvas. Coordinate 900,200 is the bottom right.

Coordinate 100,100 means 100 pixels across and 100 pixels down.

To draw on the canvas, you need to always reference the Canvas element .Canvas

To draw a line, you need to set the point from where you want to begin drawing.

Next we want to draw the first horizontal line in our chart 249 spaces over on line 20. This line is just to the left of the CEO box

In the example in the scrollable box above that makes the Lovebytes chart, we want to move to position 10,20 and draw a line. canvas.lineTo(249,20)

Make sure you type things in exactly the same format as you see in the Chart.js file

Notice that in the moveTo command, that move is in lower case and To is upper case. The same is true of the lineTo command. That is the way Java Script is designed

Notice also that that the end of each line ends with a semicolon.

The line canvas.stroke(); actually draws the line.

canvas.strokeRect(250,5,100,25 draws the box for the CEO. It starts one space over from the end of the line 249 is 5 spaces above the line

In other words, start at coordinate 250,5 and draw a rectangle with a width of 100 pixels and 25 pixels in height.

canvas.fillText('Chief Exe Officer'),255,22); Types the title of the person in their box.

The // lines are informational only. The browser does not see them. They are notes for us to see what we are planning to do next.

Experiment with a blank canvas and try drawing lines, boxes, and text before trying to draw your chart. After you play with it a little you will see how easy it really is to draw a chart.

After drawing the box for the CEO and putting the text in, we need to continue with the horizontal line

Next we want to moveTo coordinate 350,20. Remember we were at a horizontal position of 250 and then drew a box that was 100 pixels in width, so we want to start at 350, 20 to continue the line.

Once we have the starting point for our line, we need to start drawing the line. It goes out horizontally to 550px on vertical line 20

Now tell the browser to draw the line using canvas.stroke();

I decided to draw the chart one horizontal line at a time.

Next we will draw the vertical lines to connect the boxes for each of the Vice Presidents. If you look at the // notations you can see what part of the chart is being done using the following lines.

There are many other things that can be done using the canvas element, but we will not explore them at this time.