Project Proposal for
National School of Academic Equitation

Project Manager: Ellen Tackett   9 October, 2014
etacke01@seattlecentral.edu
509 768 2911

Owner Mary Anne Campbell
mac@classical-equitation.com
425 223 7450

Project Timeline: 23 September, 2014 to 12 December, 2014.

Project Description

The National School of Academic Equitation (NSAE), a horse riding and training school based in Snohomish, is in need of redesign and rebranding of their existing site, http://www.classical-equitation.com. Between now and the tentative launch date of Dec. 12, we plan to create a fully functional, newly designed—and more visually consistent—WordPress website that the client will manage once we complete the handoff. We will also provide the client different page templates to help better organize their future content.

Functional Requirements

- Gallery for Image perusal (not autorun given the potential bandwidth issues)
- Site Based Search Plug-in for content
- PayPal Plugin for purchasing Lessons, Apparel etc.
- Dynamic Calendar of Events/Classes links to sign-up and more info
- Comments for Instruction and Training with Approval required before publishing
- Bio Pages with links to resources, blogs, and social media
- Easy to navigate: Targeted to clients who are less technically savvy
- Responsive Web Design

Content Requirements

Content will be provided from current site and from Mary Anne Campbell. Unless expressed otherwise only images from NSAE may be used in this site. Logo has been provided by NSAE but may be tweaked or updated to align with new site (IF NEW LOGO: CANNOT BE PUBLISHED WITHOUT APPROVAL FROM NSAE).

Steve Miller | Chris Badger | Doreen Jones | Ellen Tackett

Technology Requirements

Said Project will be produced by the Vendor with the following technology requirements:

1. **Markup Code**: Markup code for said Project will be written in valid HTML5 as to control the structure of website components. Said markup code will adhere to standards as set forth by the W3C.
2. **Presentation Code**: Presentation code for said Project will be written with Cascading Style Sheets (CSS) as to control the design and layout of the website components. Said Presentation code will adhere to standards as set forth by the W3C
3. **Client-Side Scripting**: Client-Side Scripting code for said Project will be written in Javascript as to control website item applications.
4. **Server-Side Scripting**: Server-Side Scripting code for said Project will be written in PHP as to control elements that interact with the server and database component.
5. **Database Component**: Database components for said Project will be written in MySQL as to control functionality that stores and retrieves content data.

Project Phases

Said Project will be produced by the Vendor with the following technology requirements:

1. **Markup Code**: Markup code for said Project will be written in valid HTML5 as to control the structure of website components. Said markup code will adhere to standards as set forth by the W3C.
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4. **Server-Side Scripting:** Server-Side Scripting code for said Project will be written in PHP as to control elements that interact with the server and database component.
5. **Database Component:** Database components for said Project will be written in MySQL as to control functionality that stores and retrieves content data.

Rights of Usage

Rights of usage for said Project described as follows:

1. The Client is granted usage rights of said Project as designed and produced by the Vendor via the World Wide Web.
2. The Vendor reserves the right to use design and development elements of said Project as case study and training materials.

Project Terms

1. Fees are to incorporate terms of said proposal only and will be billed as a "Pro-Bono" project.
2. Any other vendor fees such as domain registration, ISP, etc. are to be negotiated and billed separately by the respected vendors and are not the responsibility of Seattle Central Community College.

Project Responsibilities

The Client, will adhere to responsibilities for said Project described as follows:

1. The Client is expected to participate and be available for review and approval of all project deliverables, as described in the project phases section, according to the proposed schedule. If at any time the Project is delayed or halted by the Client, including but not limited to phase acceptance delay longer than 7 days, work on said project may be cancelled.
2. The Client is to understand that this is a class project that is being worked on by students as a learning experience. A reasonable attempt will be made by both instructors of the class and students enrolled in the class to complete the project in a professional and timely manner. However, Seattle Central Community College cannot guarantee nor be responsible for the quality of work produced in this class.

Project Approval

By signing this document, this Project Proposal is considered "agreed upon" by the Client and Vendor

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Owner: Mary Anne Campbell   Date

Project Manager: Ellen Tackett   Date