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Web and Mobile Applications Assignment Brief Task1 Part1 4 1 Introduction 4 1.1 Web and Mobile 4 1.1.1 Web Technologies and Frameworks 4 1.1.2 Mobile Technologies and Frameworks 4 1.2

Impact of Technologies and Frameworks 4-5 1.2.1 On Design 4 1.2.2 On Functionality 5 1.2.3 On Management 5 1.3 The Impact of Web Design on Search Engine Results 5 1.4

Techniques to Improve Website Ranking Using Search Engine Optimization (SEO). 7 References Part2 8 2 Introduction 8 2.1 UI/UX 8 2.1.1 Design Flexibility 8 2.1.2 Performance 8 2.1.3 Functionality 8 2.1.4 UX 8 2.1.5 UI 8 2.2 Custom-Built Websites

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7-8 2.2.1 Tools 8 2.2.2 Techniques 8 2.2.3 Languages 8 2.3 Content Management System (CMS) 8-9 2.4 Website Design Platforms 9 2.4.1 Considerations 9 2.4.2 Limitations 9 2.4.3 Benefits 9

References 3 Part3 10 3.1 Tools available to create multimedia content for websites 10 3.2 Regulatory and Ethical Considerations in creating content in websites 11 References Task 2 12 Task1 Part1

1- Introduction: Web and mobile application design technology are constantly evolving, allowing developers to create engaging and interactive experiences for their users. It entails the use of software tools and techniques to create websites, apps, and other digital products for mobile devices. Web and mobile application design technology enable developers to create websites and apps that are optimized for various mobile platforms. It also entails the use of various coding languages, such as HTML, CSS, and JavaScript, to create webpages and apps that are accessible from any device.

1.1- Modern Web and Mobile Development Technologies and Frameworks: 1.1.1- In recent years, modern web and mobile development technologies and frameworks have evolved significantly. **Some of the most popular web development technologies and frameworks are:**

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JavaScript is a programming language that is commonly used to create interactive elements for websites: **HTML and CSS are the fundamental technologies for creating and styling web pages.** React is a tool that allows developers to create interfaces for their users using JavaScript. **It allows developers to create reusable UI components and efficiently update and render components when data changes.** (Learning React, 2017) Angular: A popular JavaScript framework for developing web applications.

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· Vue.js: is an important JavaScript framework to create user interfaces. 1.1.2- Some of the most popular technologies and frameworks for mobile development are: · Swift: is an Apple programming language used to create iOS and macOS apps · Kotlin: is a programming language used to build Android apps and other platforms.

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· React Native: is a framework for developing cross-platform mobile apps with JavaScript and React. · Flutter: is a framework for developing cross-platform mobile apps with the Dart programming language. 1.2- The Impact of Common Development Technologies and Frameworks on Design, Functionality, and Management:

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The use of common development technologies and frameworks can have a significant impact on project design, functionality, and management. 1.2.1- Frameworks can help to speed up and simplify the design process of a website. They provide code structure and can offer simple elements and design templates that are easily adaptable to a specific website. Furthermore, frameworks and technologies can include elements such as AJAX that improve the interactivity and engagement of websites. This can help to improve the overall aesthetic and user experience of the project. (Musa, 2019) 1.2.2- For functionality, frameworks can provide access to a wide range of pre-built tools and components, saving time and effort during the development process. This makes it easier for developers to incorporate more advanced features and functionality into the project.

1.2.3- For management, certain technologies and frameworks can help teams collaborate and share code more easily, as well as automate certain development and deployment tasks. This has the potential to increase the overall efficiency and speed of the development process.

1.3- The Impact of Website Design on Search Engine Results: The design of a website can have a significant impact on its search engine rankings. In general, search engines crawl and index websites using algorithms, and the design of a website can influence how easily these algorithms access and understand its content. A well-designed website makes crawling and indexing its content easier for search engines, increasing its visibility and ranking in search engine results. (Rebecca Lieb, 2011) This can be accomplished through the use of a variety of design elements, such as clean and organized HTML markup, clear headings and descriptive titles for pages and content, and the use of meta tags to provide information about the page's content.

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A poorly designed website, on the other hand, can make crawling and indexing its content difficult, lowering its visibility and ranking in search engine results. This can be due to a variety of design issues, such as the use of outdated or non-standard HTML markup, the use of Flash or other technologies that search engines cannot easily crawl, or the use of hidden or irrelevant keywords to manipulate search engine rankings.

To summarize, a website's design can have a significant impact on its search engine results. A well-designed website can boost its visibility and ranking, whereas a poorly designed website can harm its search engine performance.

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1.4- Techniques to Improve Website Ranking Using Search Engine Optimization (SEO): Search engine optimization (SEO) techniques can be used in a variety of ways to improve a website's ranking. The relevance and quality of a website's content, the user experience it provides, and the technical aspects of its design and architecture are all important factors that can influence its ranking in search engine results.

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-The first step in using SEO to improve a website's ranking is to conduct keyword research to identify the terms and phrases that are most relevant to the website's content and audience. These keywords should then be naturally and consistently incorporated into the website's content, meta tags, and other elements. (Eric Enge and Stephan Spencer and Jessie Stricchiola, 2015) -The use of a simple HTML code. However, we are not required to use all the tags in a code. Search engines are becoming smarter, and HTML tags are being used far less frequently than in the past. And a few tags have even increased in SEO value.

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Some of the SEO tags that are relevant are:
 • **<title>**: This tag is utilized to specify the page's title. The title needs to be brief, descriptive, and contain the right keywords for the page.

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• **<meta description>**: it can add more details about a page, including a description, keywords, and other metadata. Search engines may be able to better understand the website's content and rank the page higher in search results with the use of this Tag.

• **** and ****: They are used to draw attention to key text on a page. These tags may increase the text's importance to search engines, enhancing the page's relevancy for particular keywords.

• **<div>** tag, you can define a section of the page that has links to other pages or other areas within the same page. -Another important aspect of SEO is optimizing the website's technical design and architecture. This includes improving the website's loading speed and mobile responsiveness, as well as ensuring that search engine algorithms can easily crawl and index its content.

Furthermore, It is also so important to focus on providing high-quality, relevant content that is valuable and useful to the website's audience. Writing informative blog posts, articles, and other types of content that correspond to the user's search intent and provide answers to their questions is one example.

References: Kirupa, C. (2017) Learning React.1st edn. United States: Addison-Wesley Professional. Musa. (2019) The Role of Technology in the Design Process [Online]. Available at: <https://inextwebandseo.com/the-role-of-technology-in-the-design-process/> (Accessed: 14/12/2022) Lieb, R. (2009) The Truth About Search Engine Optimization.1st edn. New York: Que Publishing. Enge,E and Spencer,S and Stricchiola,J. (2015) The

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2.1.1- The ability of a website or application to be adjusted or extended to meet different needs is referred to as design flexibility. Design flexibility enables developers to quickly and easily create and modify websites and applications without starting from scratch. The ability to add custom features to a website, adjust the layout and design elements, or even restructure the entire website is an example of design flexibility. When it comes to choosing a web development framework, design flexibility is important because it allows developers to create websites quickly and efficiently while still allowing them to customize or extend the website as needed. (Andy Rutledge, 2015) 2.1.2- Design performance refers to how quickly and efficiently a website or application can complete tasks. Performance of design is especially important for websites and applications that must handle large amounts of data or traffic. It is critical to consider how well a web development framework will perform for the specific needs of the website or application when selecting one.

Some frameworks are optimized for specific tasks, such as data processing, whereas others are optimized for a wide range of tasks. 2.1.3- The specific functions and features that a design is intended to provide are referred to as functionality. Database access, user authentication, form processing, and other features are included. When choosing a web development framework, consider how well it supports the features required for the website or application.

2.1.4- The overall experience of a user when interacting with a product or service is referred to as user experience (UX). This includes aspects such as usability, aesthetic appeal, and overall enjoyment derived from using the design.

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2.1.5- The specific elements of a design with which the user interacts, such as buttons, menus, and other controls, are referred to as the user interface (UI). A good user interface is intuitive and simple to use, allowing the user to achieve their objectives without becoming frustrated or confused.

2.2- Tools, Techniques, and Languages used to Design and Develop a Custom-Built Website: 2.2.1- For designing and developing a custom-built website, there are numerous tools, techniques, and languages at your disposal. Web designers and developers commonly use graphic design software such as Adobe Photoshop or Illustrator, HTML and CSS editors such as Adobe Dreamweaver or Sublime Text, and development environments such as Eclipse or Visual Studio.

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2.2.2- Responsive design, which allows a website to adapt to different screen sizes and devices, is becoming increasingly important in the world of web design in terms of techniques. Moreover, User experience (UX) design, which focuses on creating an intuitive and easy-to-use website, and search engine optimization (SEO), which aims to improve a website's ranking on search engines such as Google, are also important techniques.

2.2.3- For languages, HTML (Hypertext Markup Language) and CSS (Cascading Style Sheets) are the foundations of most websites and are used to structure and style website content. (Thomas A. Powell ,2010) JavaScript is another popular language for developing interactive website elements. Furthermore, many programming languages, such as Python, Ruby, and PHP, can be used to create the backend of a website.

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Finally, the best tools, techniques, and languages to use for a custom-built website will be determined by the project's specific needs and objectives. Web designers and developers must carefully assess the needs of the website and select the appropriate tools and languages to achieve the best possible result.

2.3- The use of a Content Management System (CMS) for Designing and Managing a Website. A content management system (CMS) is a tool that allows users to easily create, edit, and manage website content without having to know anything about web design or programming. A CMS typically has an intuitive user interface that enables users to easily add and update text, images, and other types of content on a website. such as WordPress, Magento, Drupal... (Kinsta, 2022) CMSs enable increased collaboration among multiple users, resulting in more efficient website maintenance and management and provide a diverse set of features and functionality that enable users to create and manage websites. Besides that, many CMSs include features like caching, compression, and optimization, which improve website performance.

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The cost of proprietary systems, the risk of security vulnerabilities, and the complexity of the systems themselves are all disadvantages of using a CMS. Further to that, some CMSs can be too feature-heavy, making them difficult to use and manage.

Overall, using a CMS for website design and administration can be a helpful tool, particularly for non-technical users or team members who need to update and maintain a website on a regular basis. However, before deciding to use a CMS, it is critical to carefully evaluate the website's specific needs and goals.

2.4- The considerations, limitations and benefits of website design platforms: Website design platforms are tools or software that allow users to build and design their own websites without the need for advanced coding skills. WordPress, Squarespace, and Wix are some popular website design platforms. (Zuhkey, 2022)

2.4.1- There are several factors to consider when choosing a website design platform. To begin, consider the website's intended use and determine which platform best meets those needs. Furthermore, the technical expertise required to operate the platform, as well as the platform's cost. Another consideration is the level of control and customization you have over the design of your website, as some platforms may have limited template and design options.

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2.4.2- There are several limitations to website design platforms, including the inability to fully customize a website to meet specific needs and limited exit strategies and the website design platforms are not always SEO-friendly and do not always provide the same level of support as other platforms. Also, they may provide limited features, such as the inability to create custom forms, and the lack of website ownership could make it difficult to transfer the website to another platform. In addition, website builders' templates may not be as appealing or unique as custom designs, and the website loading times may be slower than on other platforms. Finally, professional business websites may not be appropriate for website design platforms.

2.4.3- Despite these limitations, there are a variety of benefits to using a website design platform. One of the major benefits is that it allows users to create a professional-looking website without any coding knowledge. This can save a lot of time and effort while also making it more accessible to non-Coders. Furthermore, many website design platforms include a variation of built-in features and tools, such as e-commerce capabilities, SEO tools, and social media integration, which can make managing and growing your website easier.

References: Rutledge,A. (2010) Designing Web Interfaces: Principles and Patterns for Rich Interactions.1st edn. United States: O'Reilly. Thomas A. Powell.(2010). HTML and CSS: The Complete Reference.5th edn. United States: McGraw Hill.

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Kinsta. (2022) What Is a Content Management System (CMS)? [Online][Available at: <https://kinsta.com/knowledgebase/content-management-system/>] (Accessed: 15/12/2022) Zuhkey. (2022) Which Website Platform is Best for your Business [Online] [Available at: <https://zuhkey.com/blog/tips-tricks/2158/which-website-platform-is-best-for-your-business/>] [Accessed: 17/12/2022]

Task1 Part3 3.1- Tools available to create multimedia content for websites:

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Multimedia content can be an excellent way to make websites more interactive and engaging for visitors. There are numerous tools available for creating multimedia content for websites, including both paid and free options:

v Adobe Creative Suite is one of the most popular options for creating multimedia content. This suite of tools includes Photoshop, which is widely used for photo editing and retouching, as well as Illustrator, which is great for creating vector graphics. Premiere Pro and After Effects are popular video editing programs that can be used to create high-quality videos with a variety of special effects.

v Another popular tool for creating multimedia content is Blender. It is a free and open-source 3D graphics and animation tool for creating a variety of 3D content such as models, animations, and visual effects. This can be an awesome way to add a unique and visually appealing element to websites.

v Google Slides which is a free tool that enables users to create and edit presentations on the cloud, including the ability to add multimedia elements such as images, videos, and audio.

v Audacity is a free and open-source audio editing tool for creating and editing audio clips. This is useful for producing podcasts and other audio content for websites. v Canva is a web-based graphic design tool that allows users to create a variety of visual content such as images, videos, and animations. It has an easy-to-use interface and a variety of templates and design elements to help users quickly and easily create professional-looking content. (Luke Edwards, 2022) Overall, these tools offer a diverse set of options for developing multimedia content for websites. They provide a variety of features and capabilities and can be used by individuals with varying levels of expertise and experience. Besides that, many of these tools are free or low-cost, making them available to anyone who wants to create multimedia content for their website.

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3.2- Regulatory and ethical considerations in creating multimedia content for websites: When creating multimedia content for websites, it is important to ensure compliance with various regulations and ethical standards. This includes following copyright laws, respecting users' privacy and data protection rights, and adhering to relevant advertising regulations. It may be necessary to obtain user consent for certain types of content or to disclose specific information about the nature of the content being provided. It is essential to consider these factors in order to avoid any legal or ethical issues.

There are ethical considerations to be aware of when creating multimedia content for websites, in addition to legal considerations. This includes making sure that the content is accurate and true, as well as not creating or disseminating content that is misleading, offensive, or otherwise harmful to individuals or groups. It also entails respecting the intellectual property rights of others and giving credit where credit is due.

Overall, when creating multimedia content for websites, it is critical and important to be aware of both regulatory and ethical considerations in order to ensure that the content is legal and responsible and does not cause harm to individuals or groups.

Image from theedublogger: <https://www.theedublogger.com/copyright-fair-use-and-creative-commons/>
References: Theedublogger.(2021) The Educator's Guide to Copyright, Fair Use, and Creative Commons [online] [available at: : <https://www.theedublogger.com/copyright-fair-use-and-creative-commons/>]
Edwards,L. (2022) What Is Canva And How Does It Work? Tips & Tricks [online] [available at: <https://techlearning.com/how-to/what-is-canva-and-how-does-it-work-for-education>]

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