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| Cluster Name | **Web Elements** |  | |  |
| Student Name |  | Student Number | |  |
| Unit Code/s & Name/s | ICTWEB414 – Design simple webpage layouts  ICTWEB302 - Build simple websites using commercial programs  ICTWEB303 - Produce digital images for the web  BSBEBU401 - Review and maintain a website | | | |
| Assessment Name | **Portfolio:**Planning and Images Requirements | Assessment Task No. | | 2 of 4 |
| Assessment Due Date | Week 10 | Date submitted | |  |
| Assessor Name |  | | | |
| **Student Declaration:** I declare that this assessment is my own work. Any ideas and comments made by other people have been acknowledged as references. I understand that if this statement is found to be false, it will be regarded as misconduct and will be subject to disciplinary action as outlined in the TAFE Queensland Student Rules. I understand that by emailing or submitting this assessment electronically, I agree to this Declaration in lieu of a written signature. | | | | |
| Student Signature |  | | Date |  |

|  |  |
| --- | --- |
| **Instructions to Student** | **Learning Support**  Additional support is available to help you achieve your learning goals.  Speak to your teacher or a Learning Skills Centre team member if you feel that you may benefit from some extra support. The Institute provides extra support through the Disability Support Unit and the Learning Skills Centre.    RPL (Recognition of Prior Learning) is available for this unit. Speak to your teacher/assessor to check if you qualify for RPL.    **Conditions of Assessment**  You will need to complete the learning and undertake all assessments satisfactorily to be deemed competent.  You are responsible for complying with all assessment item instructions; submission and collection requirements; undertaking assessment tasks honestly and retaining a copy of all assessment items.    You must submit assessment items by the **due date**, unless an extension has been granted by your teacher.  Failure to submit assessment items by the due date will result in a “did not submit” being recorded and depending on your circumstances, you may be granted one final resubmission.    To be judged competent in this assessment item the student is required to demonstrate competence in all indicators shown in the marking guide.    **The Classroom as a Simulated Work Environment**  Students must be aware and take responsibility for the problems of working in a shared IT environment. Problems such as noise levels, production flow, interruptions and time variances are common to workplaces. In the simulated environment provided in the classroom these problems can take the form of:   * Other students who continually ask questions or talk aloud while thinking * Fire drills, projector not working, printers running out of paper or toner cartridge * Miscalculating how much work you can do in one day, missing classes and so on.    Some things are unavoidable and you must devise strategies to overcome them, for example, we cannot stop students from asking questions or entering and exiting the class. Other things are unpredictable (e.g. fire drills). You need to be aware and plan and organise your work allowing some extra time for unavoidable and unpredicted events.    **Assessment Conditions:**    **ICTWEB414**   * a computer * an aesthetic presentation brief * a variety of browsers * the internet, to validate against the W3C.   **ICTWEB302**   * computer hardware and software * web authoring tools * the web servers * the website * storage media * FTP client software * the server security password, and access procedures   **ICTWEB303**   * image manipulation software, hardware and storage devices currently used in industry * the client brief * the sources of the images, and opportunities to review digital images prepared for a website * the organisational policy and procedures   **BSBEBU401:**   * computers and office equipment * industry software packages * documentation relating to analysis and strategies/policies for implementation     **Assessment Criteria:**  To achieve a satisfactory result, your assessor will be looking for your ability to demonstrate the following key skills/tasks/knowledge to an acceptable industry standard:  Refer to the marking criteria document for a detailed list of items.  **Number of Attempts:**  You will receive up to two (2) attempts at this assessment task. Should your 1st attempt be unsatisfactory (U), your teacher will provide feedback and discuss the relevant sections / questions with you and will arrange a due date for the submission of your 2nd attempt. If your 2nd submission is unsatisfactory (U), or you fail to submit a 2nd attempt, you will receive an overall unsatisfactory result for this assessment task. Only one re-assessment attempt may be granted for each assessment task, with the exception of Apprentices or Trainees who are permitted an additional supplementary assessment.**For more, refer to the Student Rules.** |
| **Submission details** (if relevant) | Submit your assessment to the allocated dropbox in **Connect**.  You are to submit a single zip file.  Your assignment must be saved with your surname\_student number\_unit/cluster\_AssessmentNumber. For example:  **surname\_123456789\_WebElements\_2**  For re-submissions, an “R” must be added to the file name. For example:  **surname\_123456789\_WebElements\_2\_R**  Assessment to be submitted via  TAFE Queensland Learning Management System: Connect url: <https://connect.tafeqld.edu.au/d2l/login>  Username; 9 digit student number  For Password: Reset password go to <https://passwordreset.tafeqld.edu.au/default.aspx>> |
| **Instructions to Assessor** | To be judged competent in this assessment item the student is required to demonstrate competence in all indicators shown in the marking guide.    Depending on the delivery mode and/or timetable some customisation may be necessary. Adjust the Study Guide and Study Schedule to reflect delivery mode.    Use the Benchmark guide provided to grade this assessment item. |
| **Note to Student** | An overview of all Assessment Tasks relevant to this unit is located in the Unit Study Guide. |

**Your role in the Project:**Website designer and developer

Read the Project Scenario contained in the file ***WebProject\_Scenario.docx and refer to the Northside Art Gallery Style Guide for project specifications.***

After carefully analysing the information provided in this scenario, you will consider all image requirements and then build an appropriate website for your client adhering to HTML5 standard.

Your task is to create a six (6) page website. This includes:

* **Home Page** – Organisation profile
* **Current Exhibition Page** – containing minimum of 3 images in 1 row.
* **Future Exhibition page** – information about future exhibitions, page should contain at least 6 images in 2 rows.
* **Contact Us Page** – containing address, phone, email and feedback/request contact form
* **Copyright Page** – containing copyright information and privacy information via a link in the footer
* **About Us Page**– containing a brief history of the organisation
* You can use **Lorem Ipsum** generated text as a filler where appropriate.

As the web developer, you must:

* Confirm your project overview and layout with the client.
* Ensure that all pages use a common style sheet (external CSS) that ensures consistency of dimension, colour and style across all pages
* Ensure all images used in the website are royalty-free and optimised for viewing.
* Use all html elements appropriately including div id, class, nav, section, article.
* All pages linked using either text or images with an appropriate navigation menu.
* “Contact Us” form design guidelines:
* You must use at least four (4) different form elements from the following: text, select, checkbox/radio, submit elements
* Use appropriate CSS to achieve a well formatted form and ensure that all the form inputs are validated using CSS.
* Create appropriate folder/file structure containing folders for HTML, CSS, IMAGES and documents

**Task 1 –   Project Overview and Image Requirements Report**

Create a brief overview report to document your understanding of the Gallery website project.

Include:

1. Brief overview of the gallery and website requirements (including pages, images, logo requirements and target audience). Include a**checklist** which will be used later (in Assessment Task 4 – AT4) to check against the client requirements.
2. Brief explanation of privacy issues to consider for the website (covering 2 points)

* **“The Privacy Act”**: The Privacy Act was set in stone to protect any and everyone from just any individual from accessing any information of yours that you give out to someone, such as a doctor, website, and many other places you may give out your personal information out to.

#### Full functionality – positive-sum, not zero-sum: This is to provide equal business/profit off of someone personal artwork/content, so if a person is to use artwork/content that’s from someone else’s personal belonging, that person is to discuss the use of that artwork/content so that if a profit is made the original artist has a say of if any profit is made and if any is they discuss the amount shared.

1. Brief explanation of accessibility issues to consider for the website (covering 2 points)

* **Keyboard friendly**: Anything that the mouse can do, a keyboard should be able to also accomplish. So, someone with a keyboard should have a very similar experience navigating and interacting on the Web as a user with just a mouse.
* **Sequential Heading Structure**: Headings are critical for navigation and content organisation. The headings need to be coded as headings in the proper sequence. If not coded properly then not everyone will be able to navigate and fully understand the content equally.

1. A preliminary site map to guide the site navigation design
2. Review the client image requirements and make a list of the required images for your website. Discuss:

* Expected image quality

Image quality is expected to be standard high quality images for viewing purposes, there shouldn’t be any issues seeing pixels within the images.

* Copyright requirements

Must follow the “Copyright Act 1968” and the “Privacy Act 1998”

* Images size/resolution

|  |  |
| --- | --- |
| Image | Pixels |
| Logo | 300px x 282px |
| Banner | 1156px x 200px |
| Homepage image | 300px x 300px |
| Facebook icon | 50px x 50px |
| Instagram Icon | 50px x 50px |
| Twitter icon | 50px x 50px |
| Contemporary image 1 | 900px x 600px |
| Contemporary image 2 | 1200px x 1186px |
| Contemporary image 3 | 524px x 524px |
| Future exhibition image 1 | 2456px x 1608px |
| Future exhibition image 2 | 2244px x 1440px |
| Future exhibition image 3 | 1830px x 1475px |
| Future exhibition image 4 | 524px x 524px |
| Future exhibition image 5 | 347px x 268px |
| Future exhibition image 6 | 400px x 409px |
| Google maps image | 512px x 535px |

* Images file format

Image file format will either be a JPG or PNG.

1. Compare three (3) industry recognised image editing tools (e.g. Photoshop, Gimp) against at least four (4) different criteria – you can present this information in a table. Select one of these to complete your website.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Editing tools | Cost | Platform Support | Features/advantage | Features/disadvantage |
| Photoshop | $29.99  monthly | Microsoft, Apple, Microsoft surface, iPad, Wacom 1 | Industry standard  Extensive plugin library that extends functionality  Integrates with Adobe Creative Cloud  Mobile companion apps | Cost (relative)  Requires higher end hardware to run effectively  Learning Curve |
| Photopea | Free | Compatible with multiple web browsers, including Opera, Edge, Chrome, and Firefox. | Advanced Web Based Image Editor / Photoshop Alternative.  Requires no special hardware or browser plugins  Available to anyone with a browser and an internet connection  Can work with PSD and Sketch files  FREE (Ad Supported) | Does not provide the level of functionality for advanced users  Lacks decent RAW support  Some performance issues working with large files |
| Affinity | $79.99 | Mac, Windows and iPad | Split Screen and Outline Views  UI, Web, and App Design Optimisation  Dynamic Precision Guides  Advanced Grids  Create Accurate Designs  Dynamic Symbols  Advanced File Support | Importing photoshop brushes doesn't import dynamic brush qualities  No plugin support for Designer  Difficult to sync changes made to one document across a range of other documents |

Present this as a small professionally produced business report, with a Title page, headings and footers. This will be submitted to your client for approval before coding commences. Save the file as instructed above (surname\_studentnumber\_WebElements2.docx).

**Task 2 – Site folder structure**

**File Structure**

Before you commence your website project you need to create a site folder structure and the corresponding subfolders as shown below.

|  |  |
| --- | --- |
| You need an appropriately named website folder and inside this folder:   * A CSS folder * A HTML folder * AN IMAGES folder     The **index.html** file must be outside the subfolders. | C:\Users\naranp\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\806E017A.tmp  C:\Users\naranp\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\99F03798.tmp |

**Task 3: Prepare images for your website**

You will need to source images for the following pages:

|  |  |
| --- | --- |
| Page | Image Requirements |
| All pages – Header: | Create a logo using company corporate colours as per Style Guide.    Create banner image with Text |
| Home | Source a suitable image to depict the Art Gallery |
| Current Exhibition | 3  images suitable for the exhibition content/topic |
| Future Exhibitions | 6 images suitable for the future exhibition content/topic |
| Contact Us | Google street map image |
| Footer: Social Media Icons (All pages) | Facebook and Twitter icons suitably formatted |
| **15 Images in Total** | |

**Important things to consider/follow before proceeding:**

**Document and check copyright status**

* Use the template provided (***Images Register.xls***) to document and check the **copyright**status for all images used in the website. Complete the Image Register for each image sourced and used

**Saving images**

* As you download your images, save them into a folder called ORIGINALS. These images will be submitted with your project and **must not be modified in any way**. **Do not change original file format or the file names.**
* If images have layers or similar effects make sure that you save a copy of the image in the file format of the native application, for example **.*psd***for Photoshop images. If the image is exported as a JPG all the layer properties will be lost and you will not be able to edit it.

* Save or export images in the most appropriate file format depending of the type of image.

* Your original images will be stored in the IMAGES\Originals folder of your website.

* Your modified images will be stored in the IMAGES folder of your website.

* Keep backups of all your image files (original and modified). The backup location must be recorded in the Images Register document.

**Task:**

Using the image editing software you have selected, resize and/or crop each of your fifteen (15) images to optimise for your website.

While manipulating images do not change their aspect ratio by an operation such as stretching.

* Keep copies of both original and modified images for submission as part of your assessment and complete your image register (***Images Register.xls file***)
* Image file formats should be JPG or PNG as per Style Guide Policy
* Image sizes for the website should be as follows:
* No greater than 500 Kb for Logo, Banner and Gallery images (as per Style Guide Policy).
* Main Image on homepage can be up to 1MB
* social media icons no greater than 100KB
* Consider appropriate resolution and file size as you optimise for your website
* You must demonstrate use of **ALL** of the following features and apply these across a **minimum of 5 image**s (though all images may still need to be resized so that they are suitable). Apart from resizing, these features don’t need to be applied to each image, but need to be demonstrated at least once:
* Resize
* Crop
* Rotate
* Brightness/Contrast
* Colour manipulation
* Brush or smudge effect
* Use of text (for the website title and slogan in the banner)

C:\Users\naranp\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\EA00330D.tmp

What to Submit:

1. Report in Task 1
2. Original and Modified images stored in the correct folder structure (Tasks 2 & 3)
3. Images Register.xls (Task 3)

Submit **a single zip** file which contains all files and folders required above. Do NOT upload files individually.

Use the marking criteria document as a checklist for this assessment before submitting your work.

**End of Assessment**