**ASSIGNMENT 2 BRIEF**

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| **Qualification** | **BTEC Level 5 HND Diploma in Computing and Systems Development** | | |
| **Unit number and title** | Unit 14: Website Design | | |
| **Assignment issued** |  | **Assignment due** |  |
| **Assessor name** |  | | |

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| **Assignment title** | **Purpose of this assignment**  Web sites are now an integral part of IT support for business and personal use. Being able to design websites is an essential skill for an IT career.  **Scenario**  MWS require a website to advertise, catalogue and allow purchases of their products. You now need to design the website and have it reviewed prior to proceeding with implementation. |
| **Aim of the assignment** | This assignment satisfies the following learning outcomes and assessment criteria:  LO2: Be able to design interactive websites   * 2.1: Design an interactive website to meet given requirements * 2.2: Evaluate web site design with other users |
| **Specific requirements**  *(see Appendix for assessment criteria and grade descriptors)* | Task 1 (LO2 AC 2.1, M2, M3 and D2)  Prepare a design portfolio for the MWS website. It must include:   * The purpose of the project * The target audience * The target device types and how they will be accommodated * Features of competitive websites that you need to incorporate or improve on * A sitemap: all key pages and their relationships * How the overall navigation is structured: tables, links, menus, dropdowns * Wireframes showing a view of the content on the key pages * A specification of the visual style: fonts, font sizes, colours, backgrounds, images |
| Task 2 : (LO2 AC 2.2, D1 and D3)  Your design has to be peer reviewed by a colleague. When it is complete ask them to review your plan for the following:   * Meeting the needs of MWS * Suitability of the design for the target audience * Usability and accessibility of the design * Attractiveness of the design   Prepare a questionnaire asking them to rate each section of the design for the four criteria above on a scale of 1-5. Allow for written comments and an overall conclusion.  Review the results of the questionnaire and compare them with your own evaluation of the solution. Describe any modifications you would make to the solution as a result of the feedback – but do not change your original solution. |
| **Student guidelines** | * For Task 1: A design portfolio with labeled illustrations consisting of 700 words or equivalent * For Task 2: Results of the questionnaire along with your analysis and proposed modifications. About 400 words. |
| **Submission requirements** | Students are expected to submit hard copy of assignment |

**Appendix A- Grade Descriptor**

**PASS criteria**

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| LO | Learning outcome (LO) | AC | In this assessment you will have the opportunity to present evidence that shows you are able to: | Task no. |
| LO3 | Be able to design interactive websites | 2.1 | Design an interactive website to meet given requirement | 1 |
| 2.2 | Evaluate web site design with other users | 2 |

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| In addition to the above PASS criteria, this assignment gives you the opportunity to submit evidence in order to achieve the following MERIT and DISTINCTION grades | | |
| Grade Descriptor | Indicative characteristic/s | Contextualization |
| M1 Identify and apply strategies to find appropriate solutions | Not this assignment |  |
| M2 Select/design and apply appropriate methods/techniques | A range of methods and techniques have been applied | To achieve M2 (task 1) you must use several different techniques to clearly document your design. |
| M3 Present and communicate appropriate findings | A range of methods of presentation have been used and technical language has been accurately used | To achieve M3 (task 1) you must use the correct technical language along with professional software packages to document your design. |
| D1 Use critical reflection to evaluate own work and justify valid conclusions | Realistic improvements have been proposed against defined characteristics for success | To achieve D1 you need to critically evaluate your own solution along with the peer feedback and then propose modifications which enhance support for the business (Task 2) |
| D2 Take responsibility for managing and organizing activities | Substantial activities, projects or investigations have been planned, managed and organised | In task 1 you have to produce a design for a significant web site. To achieve D2 your design should comply with the expectations of the diversity of users in 2015 regarding accessibility |
| D3 Demonstrate convergent/lateral/ creative thinking | Self-evaluation has taken place | To achieve D3 you need to complete the questionnaire yourself and propose modifications which enhance support for the business (task 2) |

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| This brief has been verified as being fit for purpose | | | | | |
| **Internal Verifier 1** |  | Signature |  | Date |  |
| **Internal Verifier 2** |  | Signature |  | Date |  |