# BIWD2212 • Web Design for Business

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| Assessment: | Group Assignment |
| Weight: | 40% |
| Faculty: | Information & Communication Technology |
| Program Name: | BBIBY2S2, BBENY2S2, BAHRY2S2, BATMY2S2 |
| Unit Controller: | Hlabeli, Mofolo, Makhaola, Mokhamo |
| Commence Date: | 21/04/2024 |
| Deadline Date: | 10/05/2024 |

**Assignment brief**

Landing pages help businesses hit their website conversion targets. That's why there's a great demand for landing page designs, thus making it important for you to develop your skills in landing page design and optimization.

Many landing page builders exist. Building a landing page from scratch using HTML and CSS will make it easier for you to customize whatever landing page builder or website hosting platform your clients use. Use different designs to practice so that your landing page design skills are well-rounded.

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**Marking Criteria**

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| Creativity in creating landing page | 10 |
| Prepare attractive graphics and videos. | 10 |
| Create catchy headlines. | 10 |
| Remember about proper CTAs. | 10 |
| Requirements | 10 |
| Choose the best web page builder | 10 |
| Social links and reviews | 10 |
| Host your website | 10 |
| **Total** | **80** |

**ADDITIONAL INFORMATION**

- What do you want your visitors to do when they land on your page? Do you want them to sign up for a newsletter, download a white paper, or make a purchase?
- Product Information, if you are selling a product, it is important to include all of the relevant information on your landing page.This includes things like pricing, features, benefits, and even testimonials.
- Reviews and Socials can help to build trust and credibility with potential customers.
- Clarify the page's purpose, whether it is lead generation, product promotion, or event registration.

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**Objective:**

- Use of HTML and CSS
- Fully understand HTML and CSS
- Proper use of graphics and branding.

**Expected Outcome:**

1. Use a free domain name  and host the landing page.
2. Build the website from scratch using HTML and CSS. Alternatively, you can use a website builder, such as WordPress, Webflow, Wix and Squarespace as your base and then add coding to personalize it to suit your needs.
3. Deploy your website using the code you've created.
4. Ensure the design matches what you want your brand to portray.

**Submission information:**

- Students are expected to submit the assignment as a presentation and a link to the hosted site.
- Students who submits this assignment later than the deadline date stated above will be penalized by 5% per week for late submission.
- Print out your assignment by using Courier New font style and size of 9 by using Microsoft Word.

**Rules and regulations:**

- You are to complete this assignment in your group.
- You are NOT allowed to work together to get a detailed solution, to copy a solution, or to give away a solution.
- If there is too much collaboration from your common discussion by looking at the solutions, in such instances of academic dishonesty may result in you getting zero marks for this piece of assignment.
- Do NOT let others see your solution.
- Do NOT e-mail your solution to anyone.
- If someone cheats by using your work, you will be penalized.