# MODULE 2 UNIT 3

## Ongoing project (Part 1)

Learning outcome:

LO7: Create a WordPress website by following a step-by-step process.

# Name:

#### 1. Instructions and guidelines (read carefully)

##### Instructions

1. Insert your name and surname in the space provided above, as well as in the **file name.** Save the file as: **First name Surname Ongoing project (Part 1)** – **e.g. Lilly Smith Ongoing project (Part 1).** (**NB:** *Please ensure that you use the name that appears in your student profile on the Online Campus.)*

2. Complete all questions in this assignment on the WordPress website. There is an instruction in this document that says, “Start writing here.” You will also be required to add screenshots of your WordPress website to this document.

3. Submit your assignment in **Microsoft Word only**. No other file types will be accepted.

4. Do **not delete the plagiarism declaration** or the **assignment instructions and guidelines**. They must remain on your assignment when you submit.

**PLEASE NOTE:** **Plagiarism cases will be penalised according to the Head Tutor and GetSmarter's discretion.**

IMPORTANT NOTICE: Please ensure that you have checked the Online Campus for the due date for this assignment.

##### Guidelines

1. There are seven pages and five questions in this assignment.

|  |
| --- |
| **Plagiarism declaration:** |
| **1. I know that plagiarism is wrong. Plagiarism is to use another’s work and pretend that it is one’s own.**  **2. This assignment is my own work.**  **3. I have not allowed, and will not allow, anyone to copy my work with the intention of passing it off as his or her own work.**  **4. I acknowledge that copying someone else’s assignment (or part of it) is wrong, and declare that my assignments are my own work.** |

#### 2. Mark allocation

Each question receives a mark allocation. However, you will only receive a final percentage mark and will not be given individual marks for each question. The mark weighting is there to guide you when determining the length and significance of each question.

Question 1: Identify the benefits of an online presence 16%

Question 2: Explain the role of a home page 16%

Question 3: Outline the importance of calls-to action 16%

Question 4: Create a free WordPress account 7%

Question 5: Add content to your WordPress website 45%

**TOTAL 100%**

#### 3. Assignment questions

##### Assignment instructions

You will be creating and using a free WordPress website for Questions 4 and 5 of this assignment, and for most of the assignments following on from this one. Your website will be based on the fictitious restaurant Young Café in the case study below.

Please complete Questions 1 to 3 first before moving on to Questions 4 and 5.

Case study:

Young Café is a new restaurant that is going to open on the beach front in Mouille Point, Cape Town, in April 2020. The restaurant needs a new website that must be live by the time guests are invited for the restaurant’s launch event at the end of March 2020.

Important notice: Make sure that you have watched the video in this unit before starting this assignment. It is recommended that you also read the course notes before attempting this assignment.

##### Question 1

Young Café’s marketing strategy needs to set them apart from their competitors. Young Café currently has no online presence. Imagine that you have to meet with Kelly Lewis and you are planning your presentation. Suggest **five** of the most relevant reasons why it is important for Young Café to have an online presence and how the restaurant would benefit from it. Keep in mind that you have to motivate each reason, using statistics and facts from the course notes to back up your answer.

Note: Keep each point short and use plain language. Try not to repeat yourself. You are welcome to look at the course notes, but your response should be in your own words.

Each point should be a **maximum of 5 lines long (25 lines in total)**. Make sure that what you write is understandable and that you keep your answers as concise as possible. Motivate your answers so that marks can be allocated accordingly. Do not merely quote stats and numbers; make them applicable to the specific scenario by using relevant examples or tools. Fill in your points next to the numbers below – state your point and then explain it with reference to Young Café.

1. Start writing here:
2. Start writing here:
3. Start writing here:
4. Start writing here:
5. Start writing here:

##### Question 2

What role will the home page play on Young Café’s website and why is it important? (Max. 6 lines)

Start writing here:

##### Question 3

Why is it necessary to include calls-to-action on any website? (Max. 6 lines)

Start writing here:

##### Question 4

Follow the instructions in the WordPress video in this unit as well as the “Getting Started” resource to create a free WordPress account and set up your basic website. You cannot start Question 5 without first completing Question 4. The “Getting Started” resource is available for download in Module 2’s “Ongoing project” section on the Online Campus as Appendix A. Please note that you will be required to use this website for future assignments; this assignment forms the base of your ongoing project.

Important note:

There can only be one unique URL per website, so please use your first name and surname for your website’s URL. For example, www.carlavanstaden.wordpress.com is what Carla’s unique website URL would look like. Try different variations until you find one that is still available.

Do not pay for a URL or web hosting – as mentioned above, attempt different variations until you find a URL that is free.

|  |
| --- |
| Insert your website’s URL here: |

Make sure that you include the following information while setting up your website:

* **Site title**: Young Café Restaurant
* **Tagline**: Oceanfront restaurant in Cape Town

##### Question 5

Once you have created your free WordPress account, log in to your account.

Now, populate the website for Young Café by adding the elements in 5.1 and 5.2. Make sure that you add **all** the following elements. You can find the website copy and photo credit information in Appendix B (available for download in Module 2’s “Ongoing project” section on the Online Campus).

Only add the content specified in the assignment. Do not populate elements such as the global footer or sidebar.

###### 5.1 Apply new theme

Change the appearance of your website by applying the **free** theme called “Dara”.

###### 5.2 Pages

###### 5.2.1 Create new pages

After you have applied the new theme, add in new pages and edit the existing pages on your website to have four pages in total. Here are the names of the four pages you should have:

1. Home
2. About Us
3. Blog
4. Contact Us

You need to ensure that the Home, About Us, and Contact Us pages are not using any columns on the page template and are set to display their full width.

###### 5.2.2 Setting Home page and blog

Your website needs to have a static Home page, and a Blog where blog posts can be published.

###### 5.2.3 Add content to your pages

Add the content to the relevant pages, which can be found in Appendix B (available for download in Module 2’s “Ongoing Project” section on the Online Campus). Create and publish your first blog post entitled “The journey of Young Café.”

###### 5.2.4 Add images to pages

Download the four photo files provided on the Online Campus. You will see each image is named according to the page it must be uploaded to. Correctly name each image by applying a descriptive title and alt tag and upload these photos to the relevant pages. You also need to include the correct photo credit information with each photo on each page. This can also be found in Appendix B. Make sure that all your images are centred.

###### 5.2.5 Headlines

Apply the following headings to each page, you will need to decide what text is the most relevant to apply the headings to:

* Home page:
  + One (1x) heading 1 and one (1x) heading 2
* About Us page:
  + One (1x) heading 1 and one (1x) heading 2
* Contact Us page:
  + One (1x) heading 1 and two (2x) heading 2s

###### 5.2.6 Publish your website

Once you have populated all the content and are finished with the assignment, you **MUST** ensure that all changes are published on your website.

Note: If you do not publish each page on your website, I will have to mark the screenshot provided. If neither is present, you will get 0% for this assignment. Do not change the web address of your website while it is being marked. If I am unable to access your website and have to use your screenshot, you will be penalised 15% of your total mark for this assignment.

**Submit the web address of your WordPress website in the table under Question 4.**

Once you have published your website, take a screenshot of each one of your pages and paste it below. You can find instructions on doing this in the “Taking a screenshot” document, available for download in Module 2’s “Ongoing project” section on the Online Campus.

**Add your screenshots here below.**

**Home page:**

**About Us page:**

**Blog:**

**Contact Us page**