Unit:
Dynamic Websites

Assignment title:
Social Media Campaigns (SMC)

Spring 2024 – Winter 2024

Important notes

- Please refer to the *Assignment Presentation Requirements* for advice on how to set out your assignment. These can be found on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.
- You **must** read the NCC Education document *Academic Misconduct Policy* and ensure that you acknowledge all the sources that you use in your work. These documents are available on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.
- You **must** complete the *Statement and Confirmation of Own Work*. The form is available on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.
- Please make a note of the recommended word count. You could lose marks if you write 10% more or less than this.
- You must submit a paper copy and digital copy (on disk or similarly acceptable medium). Media containing viruses, or media that cannot be run directly, will result in a fail grade being awarded for this assessment.
- All electronic media will be checked for plagiarism.

Students must **not** use templates that they have not designed or created in this module assessment. This includes website building applications, free HTML5 website templates, or any software that is available to them to help with the assessment. Students must create their own HTML pages including css files and ideally, they will do this by using Notepad or a similar text editor.

Scenario

Social Media Campaigns Ltd. (SMC) is a new business that is looking to provide help and support to teenagers to encourage them to stay safe when using social media apps. The business is looking for an online e-commerce website to help it promote its facilities to teenagers.

SMC Ltd. approached you and asked you to help them develop a website where they can share information with teenagers and educate them on how to stay safe. An added feature of the website will be a membership section, allowing users to register for a monthly newsletter. So, the website should have a database to store a list of users who sign up for the monthly newsletter.

The website should fulfil the following:
- Be easily viewable on various devices
- Have mobile-friendly content
- Include responsive images and text

Task 1 – HTML (25 Marks)

Develop a website using HTML 5 that meets all the following requirements including at least SEVEN (7) interlinked webpages:

- **Home Page:** Introduces visitors to the campaign and includes relevant images of social media apps and risks to teenagers. It should include the following features:
    - A search bar.
    - TWO (2) web services.
    - The web page should contain:
        - Minimal text and good use of visuals to break up the text
        - Most popular social media apps
        - Interactive navigation bar with drop downs
        - How to stay safe online
        - Header
        - Custom Cursors
        - 3D illustrations
        - You are here (page) – in the footer along with relevant copyright information and social media buttons.

- **Information**: This page will provide details of the social media campaigns and their aims and vision to keep teenagers safe online.

- **Most Popular Social Media Apps:** This page allows customers to search the online database for the latest techniques to stay safe.

- **How Parents Can Help:** This page provides top tips that parents can use to support healthy teen use of social media.

- **Livestreaming**: This page will provide an overview of livestreaming and how it can be done in a safe environment.

- **Contact**: This is a contact form where customers can send messages through the website (it should have a link to the privacy policy).

- **Legislation and Guidance**: This page provides the details of relevant legislation and best practice guidance relating to online social media use.

- Allows users to create, query, browse **and** manipulate the database **and** allows the user to create **and** delete records they are currently browsing.

- Use at least TWO (2) web development tools.
- Be usable in at least TWO (2) different web browsers including a mobile device. You should consult your tutor for guidance on the specific browsers and versions you should use.

At the initial stage of the development process, you should make an HTML/CSS prototype of the website that will clearly show SMC how the final website could work.

Content hasn't been provided. Suitable content can be found on the web e.g., images of keeping teenagers safe online. Use creative commons (http://search.creativecommons.org/) or Wikimedia Commons (http://commons.wikimedia.org/wiki/Main_Page) as a starting point to find content.

Remember the content you include in your site must be licensed for re-use. Do not spend excessive amounts of time researching and gathering content. The purpose is to provide a clear indication of how the final website could look and function. The client will provide the actual content at a later point if they are happy with the website you have proposed.

Task 2 – CSS and Database (25 Marks)

Create an external CSS file that specifies the design for the website. Each of the HTML pages must link to this CSS file. There should be no use of the style attribute or the <style> element on the website.

Create a database with the following requirements:
- It should store the personal details of each member such as their first name, surname, and email address.
- The user should receive a prompt if the username does not appear in the database or if login fails after THREE (3) attempts.
- It should be locked for TEN (10) minutes after a login failure.

Task 3 – Critical Evaluation (40 Marks)

You are required to write a short report of 1000 words, analysing the website you have submitted.

You should:

- Start your report with an introduction and an appraisal of the potential benefits to SMC of web services and how they add functionality to the website.
- Appraise how effectively you have used at least TWO (2) web development tools to develop your website.
- Describe how effectively you have used PHP to design **and** build the website database.
- Evaluate the SMC website which utilises web services and how effectively it meets the objectives in the scenario.

Task 4 – Reflection (10 Marks)

You are required to write a short report of 250 words, evaluating your learning in this assignment.

You should:
- Briefly describe the process you went through in the website development: what tools you used and what was successful and what wasn't.
- Discuss what you learned from the process and how it changed the way you understand website development.
- Describe what you would do differently when faced with a similar task in the future.

Submission requirements

- For each task, you should present the necessary code and screenshots in a word-processed document.
- A single file report including Task 3 and Task 4 should be 1250 words.
- All references and citations must use the Harvard Style.

Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

Have you read the NCC Education document *Academic Misconduct Policy* and ensured that you have acknowledged all the sources that you have used in your work?	☐
Have you completed the *Statement and Confirmation of Own Work* form and attached it to your assignment? **You must do this.**	☐
Have you ensured that your work has not gone over or under the recommended word count by more than 10%?	☐
Have you ensured that your work does not contain viruses and can be run directly?	☐