|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Assessment Brief | | | | |
| **Section 1: Assessment Details.** | | | | |
| **Centre Name:** | Waterford College of Further Education | **Centre Number:** | 72240C | |
|  | | | | |
| **Module Title & Code:** | Web Authoring – 5N1910 | | **Level:** | 5 |
|  | | | | |
| **Assessor Name:** | Bernard Hackett | **Learner Group:** | Computer Systems and Networks (CSN) | |
|  | | | | |
| Assessment Title: | Assignment 2A  **Preproduction:** *Planning and Preparation* | **Assessment Technique:** | Assignment | |
|  | | | | |
| **Assessment Weighting (%):** | 20% | **L.O.(s) Assessed:** | 4, 5, 6, 7, 10, 11, 12, 13, 14 | |
| **Issue Date:** | 27th November 2024 | **Submission Date:** | 17th December 2024 | |

A white and black text

Description automatically generated with medium confidence

|  |  |  |
| --- | --- | --- |
| **Assessment Criteria** | **Max Mark** | **Learner Mark** |
| **Planning and preparation** to include:   * Identify target market * List site objectives * Create site map and logical navigation solution * Sketching of initial design concepts * Identify tools for creation and maintenance of website including: * HTML and CSS * Graphics * Site uploading * Explain the Importance of the following in User Interface Design: * Contrast * Repetition * Alignment * Proximity | 3  3  3  4  3  4 |  |
| **Total Marks** | **20** |  |

|  |
| --- |
| **Section 2: Instructions to the Learner** |
| **Assessment Activity Description and Instructions to Learner:**   * This exercise is a combination of Self-Directed learning and research with supporting Teacher notes * Using a combination of hand-drawn and software-based sketches and diagrams you are to produce a preproduction plan for your Website Project * All your work must be incorporated into a Word Document and submitted to Moodle on or before the date on the brief. * The Word document must include:   + Introduction Page with your Name, Module, Class and the Title of the assignment.   + A Table of Contents with at least 6 headings to correspond to the main headings of the Assignment.   + Any external images produced – any pictures and diagrams hand-drawn must be pasted into the document. Any images and diagrams produced using Graphic software to be included into your assignment submission.   **Important Assignment Details:**   * *You are required to document the processes involved in planning your website for a specific audience and to a specific design.* * You will produce a MSWord document detailing the planning phase for your website project Download this Assignment Brief. * Rename it and save it as “**Web Authoring Assignment 2A**”. * Produce an assessment report using the Report Template Below * Upload your report to Moodle.   ***Important Note: Before Submission, PLEASE SIGN & DATE THE Learner’s Authorship Statement.***  **Files to be submitted.**   1. This document sheet above – signed, dated etc. 2. Planning and Preparation Report as outlined above covering all aspects of planning and preproduction – The following sample template – BELOW – may be used.   ***It is extremely important that you save all work to a folder called “Web Authoring Assignment 2A” on your own server/USB storage.***  ***All work will be transferred to a USB or Portable Hard drive for the external examiner at the end of the year so it’s important that you keep a copy of all files and folders yourself.*** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Section 3: Academic Integrity** | | | **IMPORTANT!** |
| **Use of Artificial Intelligence:** | | |
| **Artificial Intelligence (AI) refers to computer software that can solve problems or generate original text/graphics using the internet for source material or ‘learning’. Examples of AI technology include; *ChatGPT*, *MidJourney*, etc.** | | | |
| **Can I (the learner), use AI for this Assessment?** | | | |
| **Assessor Option** | | | **Assessor decision** |
| 1. The use of Artificial Intelligence (AI) software is **not** permitted in any way by the learner for this piece of assessment. | | | Option 1 |
| 1. The use of Artificial Intelligence (AI) software is permitted but only in the instances selected by the assessor, and the specific use **must be referenced** in the learner submission: 2. Use of AI has been mentioned by the assessor in Section 2 as acceptable for **specific** elements. 3. Use of AI for specific purpose has been formally agreed by Programme Coordinator and Learner for reasons of reasonable accommodation. | | | Option 2 |
| 1. The use of Artificial Intelligence (AI) software **is** permitted for all or any part of this assessment. | | | Option 3 |
| I, the learner, understand that any suspected use of Artificial intelligence in my assessment submission, other than what has been specified above, will be considered **Academic Misconduct** and may result in me receiving **0** **marks** for my assessment submission. | | | |
| Signed (Learner): | Confirmed by student at Moodle Submission Page | Assessor Initials: | Click or tap here to enter text. |

|  |  |  |  |
| --- | --- | --- | --- |
| **Authorship & Referencing:** | | | |
| * I, the learner, understand that work submitted for assessment must be my own work. * Any elements included that are copied/summarised from other texts, the internet or other forms of media have been referenced appropriately. (See Tutor/Teacher for further details). * I understand what plagiarism is and that it is a form of assessment malpractice which can result in receiving **0 marks** for my assessment submission. * I understand that submitting work as my own that has been in any part created by another is a form of assessment malpractice which can result in receiving fail grade for my assessment submission. (Except in the case of specified group assignments). | | | |
| Signed (Learner): | Confirmed by student at Moodle Submission Page | Assessor Initials: | BH |

Name:

Module:

Class:

Title of Assignment:

**Table of Contents**

*List the main sections of your report.*

Initial Idea for your 12 Page Website.

*Write a paragraph on your idea.*

Target Audience

*Tourists, Gamers, designers, families, etc…*

Age Categories of Target Audience

*15 to 50 for example – then state if you are taking the age of the audience into consideration. i.e. if the audience are older people you will keep the design simple and straightforward. If your website is for 15 to 50 – you can design a website that is usable by all ages.*

Type of content are they interested in

*Here is where you can organize your page structure. If you say your audience are interested in History, Activities, Game Characters, Reviews, buying merchandise…it means that you can produce these pages as part of your website AND you are building to cater for the interests of your audience.*

List 3 site objectives – Why are you making a website for this Market/Audience

* 1. Objective 1.

*Is it to Educate.*

* 1. Objective 2.

*Is it for information*

* 1. Objective 3.

*Is it for promotion*

Sketch a basic Wire Frame Diagram to illustrate your Site Structure

*Produce a Wire-Frame Diagram. Hand-drawn with care – using a Ruler. And/or produce a Diagram in word, Excel, etc and place it in this section. Include some notes on the structure to support your diagram.*

Sketches of Initial Design Concepts

*Produce 4 Mock-ups of Page designs that you plan to design. Eg Homepage, Contact Page, Feedback Page, Generic site page. Again - Hand-drawn with care – using a Ruler. And/or produced in Adobe, word, Excel, etc and place it in this section. Include some notes on each Page-design to support your concept. What colours, you might use, will you have images, what kind of Navigation might you use, etc.*

Identify tools for creation and maintenance of website including:

1. HTML and CSS

*Identify Website creation software. Name it, write a paragraph on what it does and what it’s used for. Eg. Dreamweaver, Notepad++, BlueGriffon…any other WYSIWYG software. You might also say that you will utilise a combination of these to achieve your design.*

1. Graphics

*Photoshop, what is it, why might you use it? What other software is there? Paint? Illustrator?*

1. Site uploading

I will use FTP to Upload my site. Depending on the WWETB firewall, I intend to use FileZilla as my FTP software. *Include a short paragraph om FTP. What is it. Where is it used. Why is it used. Is it secure?*

Explain the Importance of the following in User Interface Design:

*This section was covered on a PowerPoint Presentation in Class and is also available on Moodle. It will provide an opportunity for you to demonstrate your knowledge of basic graphic design fundamentals. You should explain each subject and if possible include an picture to demonstrate the different design principles.*

1. Contrast

*If you have detailed notes from another Module in this course – you can reproduce them here! If not this section will form part of your own research for this assignment. Include images to support your answer.*

1. Repetition

*If you have detailed notes from another Module in this course – you can reproduce them here!...if not this section will form part of your research for this assignment. Include images to support your answer.*

1. Alignment

*If you have detailed notes from another Module in this course – you can reproduce them here!...if not this section will form part of your research for this assignment. Include images to support your answer.*

1. Proximity

*If you have detailed notes from another Module in this course – you can reproduce them here!...if not this section will form part of your research for this assignment. Include images to support your answer.*

Summary:

*This section should be a simple paragraph. Include your website idea, who your audience are, what you are planning to produce and that you will be using the basics of graphic design to produce a website specifically targeted to your chosen audience.*