Ara Department of Computing

BCIT141 Website Development

Assignment, Part A
Website Specification
Semester Two 2018

Due date: Friday 28 September, 5.00pm – upload to Moodle drop box

Submissions received late will be subject to a penalty of half a grade per day or part of a day. This means half a grade for the assignment as a whole (parts A & B combined); a penalty will not be used to cause the assignment to fail**.** If you need to submit an assignment late, please contact your lecturer ahead of the due date (if possible) to discuss the situation. A medical certificate will usually be required.

Marks

SECTION	TOPIC	% OF COURSE GRADE
Part A	Website specification	10%
Part B	Website implementation	40%
TOTAL MARKS:		**50%**

Assignment Part A is worth 10% and Assignment Part B is worth 40% of the total marks for this course. **In order to get a grade for the assignment, both parts must be attempted to a reasonable standard and submitted** ("reasonable standard" is at the discretion of your lecturer). **This is a must-pass assignment**, which means you must achieve at least 50% in the assignment (parts A & B combined) to be able to pass the course, as well as achieving at least 50% overall for all assessments.

Conditions

Work you submit must be your own. You may discuss assignments with other students, but sharing your work or handing in work that is substantially the same as another student's is not permitted. This applies to parts of the assignment too, not just the whole. Students should know where to draw the line between getting legitimate outside assistance with course material and outright cheating. If you are uncertain about what this means, consult your lecturer before you collaborate.

Ara and its division members reserve the right to use electronic means to detect and help prevent plagiarism. Students agree that when submitting this assignment, it may be subject to submission for textual similarity review to Turnitin.com.

Introduction

You are required to build a website for your client, whose details are on Moodle (see the client interview on the Project LG-x tab (where x is your BCIT141 learner group). The company has not had a website before. Students will create a website for one musician/band in the collection. Each student in the class has a different musician/band - please see the "Student Project List LG-x" file in the "Project Files" folder (Moodle, Project LG-x tab) to find out which musician/band you have been assigned.

Note: the website is fundamentally about the *company*, not the musician/band.

Website Specification Requirements

You are required to create a website specification document that covers the sections below. Please refer to the forums on the "Project LG-x" tab of the class Moodle page for information you got from your client when you interviewed them in class. You can ask more questions by starting new discussions or replying to existing ones there if you need more information from the client.

You should format your website specification document so that it looks "professional" and is suitable to give to your client (treat it as a professional project, not an assignment). Find examples on the web for inspiration. Spell-check and proof-read your work carefully.

Cover page
Include a suitable cover page. This will have:
- a title indicating what the document is
- your details (as the website developer)
- what the project is
- who the client is
- the date

Introduction
Introduce the specification document:
- What is the document and what is its purpose?
- What project is it for? Give a brief overview.
- What does the document contain?

Client details
Provide full client details. This will include basic information about the client and their company (a paragraph or two), the contact details, etc. Refer to the client interview for more information.

Goals
State the client's goal(s) for the website.

Target audience
Define the target audience as described by the client.

Website structure
List the pages the client requires and provide a sitemap. A sitemap is a graphical representation of the whole website that shows navigation links between pages.

Website content
Give a description of the content the client wants on the website. You do not need to provide the actual content here!

User interaction
Describe the client's requirements regarding what users of the website will be able to do and how you will implement them.

Design
Note: **Designs are required** – the website specification cannot be submitted without them.

Include *two* detailed designs of *one* page from your website—this should be the home page or a content page, not About Us or Contact Us. You are creating a responsive design for the website that will work at different screen sizes, so one design needs to be for a larger screen size (typically a desktop screen) and the other design needs to be for a smaller window size (typically a phone). These designs should be reasonably high quality – imagine you have to show a client and ask them to give their approval. Basic wireframes are not suitable. The best designs will be mock-ups, made using a graphics program, PowerPoint, or a website that enables you to produce designs, etc. You can use dummy text (Google "Lorem Ipsum"), but the images you use should be relevant to the client's website.

Search engine optimisation
What SEO techniques will be implemented for the website? Give specific examples of what you will do for the home page.

Domain name
Give details of the client's requested domain name. Show that is available for purchase and give the cost for one year. Provide a screenshot as evidence.

Hosting
Give details of two plans for website hosting from two different web hosting companies for the client's website (as if you were going to take the website live on the World Wide Web after developing it). At least one of the web hosts must be a New Zealand company. The plans need to be suitable for a website that is expected to store a lot of data and generate moderate amounts of traffic. Give the hosting costs. Provide screenshots as evidence.

Copyright
What copyright notice will be used for the website? What type of license does the client want? Give an example of the copyright notice and the copyright details. This is done from the perspective of a real website – i.e., if the client's website was going to be taken live – not as if it is a student project.

Timeline
Plan the complete project, including part B (website development). List the production phases with dates and estimated hours for each phase. The timeline needs to include design, planning & research, page development, graphic work, multimedia work, etc. There are some examples in the "Project documents" folder on the Project tab on the course Moodle page (see the Timeline Examples.zip file). It is expected you will create your own list, not just copy one of the examples – it needs to be relevant to your project. Remember that any task listed should have a duration of less than a day – otherwise it can't be estimated accurately.

Budget
Include an estimate of the cost to develop the website. This should be broken down into development costs (based on the timeline) and other costs you have identified.

Assignment Submission

Name your file(s) like this:
Last name, First name – BCIT141 The Document Content
e.g., Brown, Ann – BCIT141 Website Specification.pdf
Brown, Ann – BCIT141 Timeline.xlsx

Zip your assignment into an archive if you have more than one file.

Submit your assignment to the Moodle drop box.

Marking Guide

Overall professionalism of report	5
Cover page	3
Introduction	5
Client details	5
Goals	2
Target audience	2
Website structure	5
Website content	5
User interaction	5
Design	25
SEO	5
Domain name	5
Hosting	8
Copyright	5
Timeline	10
Budget	5
Total	**100**