# Project Brief (Scenario)

You are a website designer and developer working for Downtown IT and have been approached by a small business who would like a three (3) page website built to promote their business online. This can be a suitable business of your choice which you must negotiate with your teacher.

Some ideas include Bakery, Artist, Photographer, Art Gallery, Travel Agent, Nursery etc.

For this project you will need to determine the design, layout and colour scheme for your client’s website (discuss with your teacher) as well as source and modify appropriate images for the website including a logo, banner, social media icons, gallery images and a home page image. You will also need to note the source of the images used and record any copyright or licencing requirements.

The Client has supplied the following brief in written format after a face to face meeting in accordance with organisational procedures and has requested full confidentially as a condition of access to business information.

## 1.1 - **Client** Website Design Requirements

**Wireframes**

You have set up a meeting with your client (teacher) and have thoroughly discussed the client’s website requirements. The client has agreed to the following wireframes you have presented them.

|  |  |  |
| --- | --- | --- |
| Web Page | Description | Wireframe |
| **Home Page**  **(Page 1)** | The Home page is the first page the customer sees and needs to consist of at least two (2) paragraphs with subheadings (lorem ipsum text is allowed) plus a good quality image | Shape  Description automatically generated with medium confidence |
| **Gallery Page**  **(Page 2)** | The Gallery Page will contain at least three (3) appropriate images as shown in the wireframe. Each image will have a heading underneath and a brief description of each image | Shape  Description automatically generated with medium confidence |
| **Contact Page**  **(Page 3)** | The Contact page is an opportunity for the client to contact the business to provide feedback, request information, or even place an order of some sort. It must contain appropriate use of Form Elements including labels, textboxes, radio buttons, checkboxes, dropdown box and a submit button.  The customer would also like a Data Table inserted somewhere appropriately on this page which displays the following business information:  Admin Contact Name  Email Address  Location of Business (Address)  Phone Number  For this you will require a Data Table with four (4) rows and two (2) columns | Shape  Description automatically generated with medium confidence  © TAFE Queensland |

## 1.2 - Website Requirements Checklist

You have summarised the client’s website design requirements in the checklist below. Follow this checklist during the design and development to ensure that all client Website Design requirements will be met.

|  |  |
| --- | --- |
| Website Requirements Checklist | Check when completed |
| Website includes three (3) Pages which closely match Wireframes |  |
| Home Page includes:  Two (2) Paragraphs with Subheadings (Lorem Ipsum text is permitted)  One (1) good quality image  A site-map to help guide navigation |  |
| Gallery Page includes:  Three (3) appropriately sourced and formatted images  a heading and brief description underneath each image |  |
| Contact Page includes:  Suitable form for a customer to provide f232  32eedback, request information, or place an order. Also, a section where a client can “sign-up” by entering a username and password. The password which should not be visible on the screen for security purposes. |  |
| Contains appropriate usage of the following Form Elements which must be used at least once:  Labels  Text boxes  Radio Buttons  Check Boxes  Drop Down Box  Submit Button |  |
| The Form contains fields that allow the user to enter (as a minimum) their details including:  Name  Address  Phone  Email  Username  Password (Hidden for Security Purposes) |  |
| Data Table (4 rows x 2 columns) which supplies the business’s details inserted appropriately and displays:  A Contact Name  Email Address  Location of the Business (Address/Mailing Address)  Phone Number |  |
| All three (3) pages must include:  In the Header Section:  A Logo in the top left corner  A banner on each page  Navigation Bar linking all three (3) Pages |  |
| In the Footer Section:  Three (3) Social Media icons centred  Social Media icons must link to the Login Screen of the appropriate Social Media Site  The Copyright Symbol, Year (yyyy) and Your Name centred in the footer |  |
| Appropriate and consistent colour scheme used |  |
| Font Size/Family  Preferred sans-serif fonts  No more than 3 different fonts used across the website  Appropriate proportional font sizes to be used taking Web Accessibility Standards into consideration |  |
| Layout is clean and good usage of white space and elements spaced out nicely |  |
| All three (3) web pages are consistent in formatting and header/footer sections identical on each page |  |
| A single CSS file used to style all pages |  |
| Website security features such concealed passwords on Forms and password protected account created on server to upload and store website have been implemented. |  |
| Web Content Accessibility Guidelines have been implemented |  |
| Client (Teacher) Approval:  Project satisfactorily meets client requirements and is approved for sign-off: | Yes  No |

## 1.3 - Image Requirements

**Client Image Requirements**

The table below outlines the image requirements for your client, the page each image will be deployed, and an approximate size of each image as a guide.

|  |  |  |
| --- | --- | --- |
| Images Required | Page Deployed | Required Size (approx.) |
| Logo (source or create) | All Pages (Header) | 200 x 200 px |
| Banner (source or create) | All Pages (Header) | 1000 x 200 px |
| Three (3) Social Media Icons | All Pages (Footer) | 50 x 50 px |
| Main Page Image | Home Page (index.html) | 600 x 600 px |
| Three (3) Gallery Images | Gallery Page | 400 x 500 px |
| TOTAL 9 IMAGES | | |

**Sourcing Images**

You will be required to source the nine (9) appropriate images for the website from suitable online sources. Ensure all images are copyright cleared for modify, share and redistribution. All images sourced will be recorded in the Images Register (Excel file) so it is important to keep a note of the website where you sourced your images as you go.

**Backing up Original Images**

Make a backup of your original untouched images inside the folder IMAGES\ORIGINALS. Original images must be submitted with your project and must not be modified in any way. Do not change original file format or file names.

Once you have sourced all images, you will use the features of industry standard image editing software to modify the images to ensure their suitability for web deployment, then export into the required image format. You must demonstrate usage of the following features:

* Crop
* Resize
* Rotate
* Brightness/Contrast
* Colour manipulation
* Brush or smudge/blur effect

**Image Requirements for Deployment on Website**

Use the checklist below to ensure you have met mandatory requirements for all images to be deployed on the website.

|  |  |
| --- | --- |
| Image Deployment Checklist | Compliant |
| Images deployed do not exceed 1MB (1000k) | Yes  No |
| Preferred image formats are .png and .jpg, though .svg files are permitted | Yes  No |
| Logo and Banner images are suited to the business | Yes  No |
| Social Media icons are appropriately sized | Yes  No |
| Images are clear and not distorted in any way | Yes  No |
| Home Page image is of good quality and suitable for the business | Yes  No |
| All images in the gallery page must have a brief description underneath | Yes  No |
| All images must be recorded in the images register and must be free to use, share, modify and redistribute. | Yes  No |
| All modifications made to images are suitable with both image effects and aspect ratio maintained | Yes  No |
| All images satisfactorily meet client needs: | |
| Client (Teacher) Approval | Yes  No |
| If No, take appropriate corrective action, then resubmit to your Client (Teacher) for Approval. | |

## 1.4 - Build the Website

**Page Layout Structure**

After considering the structure from the wireframes, you have decided that the format below will be best suited for building the website. You must use html elements appropriately including div id, class, nav, section and article.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **mainContainer:** 80%, centred on page   |  | | --- | | <header>  Background colour:  </header> | | <nav>  <div> (id or class) as required</div> Background colour:  </nav> | | <article> Background colour:  <section>  <div> (id or class) as required</div>  </section>  </article> | | <footer> Background colour:  <div> (id or class) as required</div>  </footer> | |

**Site File Structure**

The following site folder structure and the corresponding subfolders shown below must be used when building your website.

You need an appropriately named website folder and inside this folder:

* A css folder
* A html folder
* An images folder

The **index.html** file must be outside the subfolders.

## 1.5 - Conventions and Standards

The following conventions and standards must be followed when creating your website:

* No spaces allowed in file names, all filenames must be lowercase
* No extension shortening (for example .htm, .jpg not allowed)
* All html files must have a .html extension and stored inside the “html” folder
* The CSS file must have a .css extension and stored inside the “CSS” folder”
* The Home Page to be named index.html and stored in the root folder of your website

## 1.6 - Organisational Procedures to Document Test Results

The client has specific procedures that need to be followed when documenting test results. They have requested:

* to be involved in the testing process and establishing test cases for the website
* All test cases to be tested across three (3) different browsers
* To be present when website testing is conducted
* All results of the testing process to be documented in a testing template which they will provide
* A copy of the test results forwarded to the client.

**End of Scenario**