

## **Your Assignment**

Choose a town or city and create a tourist website for your chosen town or city.

### **Marketing Department**

As head of marketing for your chosen town or city I will answer any questions you may have to help you understand the points outlined below. Please feel free to ask questions or seek clarification about your assignment over the following week.

### **The Aim of the Website**

The aim of the website is to provide the website user with information and advice when planning his/her holiday and what to see and do when he/she arrives.

### **Specific User Requirements**

- The website must open and function in Internet Explorer and Chrome
- All navigation links between the 5 web pages must work
- The website must contain two interactive features
- There must be an email link
- The website must contain at least one animation

### **Pre-production Plan**

Briefly outlining the following points:

- The aim and content of the website
- Any user requirements
- Timescales for completing the website (dates and times)

### **Website Design**

Show the layout of each of the 5 pages (either hand drawn or drawn using ICT)

- layout of each page (must have 5 pages)
  - a navigation diagram/storyboard (site map)
  - the format of content including CSS on each of the 5 pages (fonts, colours, backgrounds etc).
  - any interactive features (must have 2)
  - an email link for enquiries
  - images
  - any animation (one will do)
- The completed website

The go live deadline (which must be met) is 12:30 pm, Tue 12th Feb 2019

**The structure and content of the website is as follows:**

1. Home page
  - Welcome the user to the town or city website
  - What's on in the next week in the town or city
  - What can the user see and do and experience when in the town or city
2. Stay
  - List of guesthouses
  - List of hotels
  - For each establishment show:
    - Photograph
    - Brief description
    - Name
    - Address
    - Phone number
    - Email
    - Website
3. Eat & Drink
  - List of cafes and wine bars
  - List of restaurants and bars
  - For each establishment show:
    - Photograph
    - Brief description
    - Name
    - Address
    - Phone number
    - Email
    - Website

#### 4. About page:

- Several paragraphs about the town or city
- How to get to the town or city
- History of the town or city
- Weather of the town or city

#### 5. Contact Page

- Contact information for the town or city tourist office
- Name & address/phone/email of the town or city tourist office
- Form for general enquiries with the following fields
  - Client name
  - Client email
  - Enquiry category
    - Information request
    - Website changes
    - Event or news
    - Other
  - Subject
  - Message
  - **Submit** button (to submit the enquiry form via email)