1.1

Describing the purpose of IT in modern business   
<p>

IT is the very essence of the modern world, from home-based micro businesses on Etsy or eBay up to corporations on the international stage. Technology is the synapses of economy. Every company no matter how big or small has a website, half a dozen social media accounts, and probably it’s own email server. If the company is of a decent size it could have dozens of internally used software programs to do everything from payroll and invoices, to stock management, human resources, department communications, security protocols, group organisation and calendars.  
  
Multinationals could not function without the ability to correspond instantly between employees all over the planet, advertising firms are heavily invested in social media and digital formats to appeal to a contemporary audience and even the freelance craftsman relies on digital platforms to secure customers and get their name out into the public eye. We are long past the point whether it is debatable, IT is here to stay and the economic digital arms race is shaping up to be never ending.  
</p>  
<https://www.broadviewnet.com/blog/2015/09/the-important-role-of-it-in-modern-business>

1.2

Describing methods, skills and resources

needed to complete digital projects successfully –

what do you need to make projects successful?

What tools? What skills?

<p>  
Digital literacy is fast becoming the most sought after skill by employers, as new generations age into the job market digital natives such as those under 30 have a huge advantage over older generations. Being able to think naturally in a digital space is its own skill and as the world commerce becomes increasingly more digitized the need for people who can fly in a digital workspace far outstrips the supply in an ever widening IT gap that might not be closed for several decades. Understanding how to build and retain engagement in digital platforms, through emails, social media, viral marketing, b/vlogging, streaming or a multitude of bleeding edge technologies will, I feel become one of the most important things a company has to contend with.   
</p>  
<p>  
However this still relies on more traditional roles to achieve, you cannot build engagement if you have no content, writers, artists and creatives across the spectrum will still be in high demand as long as they can channel their creativity to a digital market place.  
</p>  
<https://digitalmarketinginstitute.com/en-gb/blog/12-07-17-10-digital-skills-that-can-make-students-instantly-employable>

1.3

Plan and carry out tasks using IT – e.g. making

your website.

How will you plan it? Include a link to

your trello board.

1.4

Describe the risks that might impact digital

projects –

what causes digital projects to fail?

Why?

<p>  
Business projects often fail because they forget that going digital is not a silver bullet for all problems a business faces. Far too many businesses are failing to strategize in traditional ways and are trying to patch cracks in questionable undertakings by utilizing digital means. Digital media is exactly what the name suggests, a media. For example if you hire an artist who is well known for spending his life working in oil paints, then you make him sculpt something in clay to sell at auction because you heard sculptures were profitable, you aren’t gonna get the result you want and it won’t be the artists fault.   
</p>  
<p>  
You should have done some research, found out that the auction market is currently into steel sculptures, arranged the services a steel sculptor and hired him to make your piece.   
</p>  
<p>  
Too many businesses of all sizes expect digitizing their projects to be like waving a magic wand over a toad. You aren’t going to get a prince unless you spent some time learning the magic words to cast the spell. So treat IT as the tool it is and rely on the tried and true methods of running your business. Utilizing front end digital platforms only where it makes sense.   
</p>  
  
<a href=”<https://www.celerity.com/5-reasons-digital-projects-fail-the-forgotten-role-of-business-process/>“ target="\_blank">Reference</a>

1.5

Describe how you would go about selecting

and using IT systems and software –

how do you

select the right kind of technology for the job?

<p>  
I grew up listening to a lot of punk music, I’ve still got a bit of an anti authoritarian streak and like to find my own ways to do things more often than not, it’s what makes me a good creative mind and allows me to do what I do.

</p>  
<p>  
However I know nobody is bigger than their industry. Unless you become the next Google, Apple or Coca-cola and have the power to define your industry single handily you will need to bow to the programs and best practices dictated by the millions of people who also work in your field.   
</p>  
<p>  
I worked as a graphic designer for many years, and every single job posting I’ve ever seen, without exception mentions ability in at least one of the Adobe creative suit programs is a requirement. Mostly photoshop, illustrator and indesign. If you want to work in the industry these are the basic tools of your trade. An interior decorator can’t decide he’s suddenly never going to use paint again and only work in wallpaper; he won’t get enough business to survive because wallpaper is nowhere near as popular. You have to bow to the industry standards, whatever they may be in your case. I really like several other image manipulation programs out there more than photoshop, but at work I use the hell out of photoshop with style and fluency.  
</p>  
<p>  
Killing your ego, abandoning personal preferences and using the software or coding language expected by your industry is not always pleasant but it is necessary. I see it as the evolved version of the old saying “There’s a tool for every job and a hammer is often several of them.” When you scale up a working process to the scale required by the digital world, with possibly thousands of employees working on a final product, often across several continents, standardisation is the lubrication that makes the bearings run smoothly.   
</p>  
1.6

Describe and provide analysis on how your

chosen technologies have helped you achieve

your outcomes.

–

How has trello helped you plan

and how can git and GitHub help with your codes

version control

1.7

Describe legal guidelines and constraints that

impact digital projects –

How does GDPR impact

digital projects?

1.1

Describing the content and layout for each

page

1.2

Plan and create your website

<p>  
I really respect clean and minimalist design in digital spaces. A blogs primary function is getting information across and I like to keep that aspect to the front. I don’t want tons of fancy fonts, gimmicky gifs or distracting displays. I’ve gone for a contemporary ever-scroll style display because 55% of all internet traffic comes from smart phones and it’s a proven way to up engagement. I’ve kept everything else clear and professional with a minimum of anything other than the most necessary features. This isn’t me trying to avoid coding, I have a degree in illustration and graphic design and place a point of pride in functionality coupled with sleek design when I make anything. I really hate any type of clutter that distracts from the purpose of the piece. This is about communicating information, so I have kept to that strictly.  
</p>  
<ul>

<li>Content</li>

<i>Readability</li>

<li>Style</li>  
</ul>

1.3

Selecting and using web site features and

structure

1.4

Selecting and using styles to keep your site

consistent

1.5

Describing copyright and other constraints

affecting websites   
<p>  
In the UK: You get the copyright of any work of creation from moment of creation, this includes everything that could be considered a work of creative practice and has legal precedence to include website layouts and design. You don’t need to add any copyright notice to have your work protected but it is common practice to the copyright symbol (©), your name and the year of creation. This also means you cannot copy others works without permission, however there are exceptions for reasons like non-commercial research, parody, criticism, review and reporting current events and more.

</p>  
<p>  
In the US: Works are copyrighted from the moment of creation despite the format of publication or mediums used as long as it is fixed in a tangible form – published some how. You don’t need to claim a copyright for it to be in effect (the law eliminated public notice in 1989). They also use the (©) symbol.  
</p>

1.6

Describing access issues that need taking into

account - describe issues that people with

disabilities may face when using webpages and

how we can overcome them   
  
Screen readers are used by blind people and they often rely on correctly formatted html. The language function <html lang=”Klingon”> tells the screen reader what language is used, and you can even add a dialect option for people who use strange dialects like American English.

Accurate descriptive link text and image alt text are also used by these screen readers. There are also options for colourblind readers and fonts that are more suitable for dyslexics available. As a disabled person I plan on including as much of these features as I reasonably can within the timeframe of this project.

1.7

Describe which are the appropriate filetypes

for websites

1.8

Storing and retrieving files effectively