**WSQ WordPress Website Creation Summative Assessment**

**Individual Project**

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| **Prepared By** | |
| **Name of Learner:** |  |
| **Signature** |  |
| **Date** |  |

**Instruction:**

**The Individual Project consists of THREE Parts. You must complete all tasks indicated in each part.**

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| **Enterprise Profile** | | | | |
| **Name of Enterprise** |  | **Type of Entity:** | SME/ Non-SME  *(\*Delete where applicable)* | |
| **Vision** |  | | | |
| **Mission** |  | | | |
| **Type of Business** | * Private Company * Public Company | **Type of Industry** | |  |
| **Customer Segment** |  | | | |
| **Products/Services** |  | | | |

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| **Part 1:** **WordPress Website Design Blueprint** | |
| **Identify the business and user requirements for your WordPress website project.** |  |
| **Define the purpose, target audience, and key features** |  |
| **Provide evidence of the research and review of the WordPress design standards, methods, and best practices.** |  |
| **Provide at least three standards and methods that align with your project.** |  |
| **Choose and recommend appropriate design tools, themes, and plugins for your WordPress website project.** |  |
| **Explain your selections and how they align with the organisation's practice and design principles.** |  |
| **Develop a WordPress website design blueprint that outlines the structure, layout, and key components of your website. Include details about the chosen theme and plugins.** |  |

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| **Part 2: WordPress Theme Customisation and Digital Marketing Integration** | |
| **Customise a WordPress theme to align with your project requirements. Modify the theme's appearance, layout, and typography. Document your changes.** |  |
| **Select and configure plugins that support digital marketing efforts. This could include SEO, social media integration, and contact forms.** |  |

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| **Part 3:** **Design documentation for the WordPress Website Project** | |
| **Prepare a simple a design documentation for the WordPress website project that includes:** | |
| 1. **Overview of the design concept and objectives.** |  |
| 1. **Detailed functional specifications, including a description of features and user interactions.** |  |
| 1. **Recommendations for WordPress standards, methods, and tools.** |  |
| 1. **A wireframe or flowchart illustrating the website's structure.** |  |
| 1. **A breakdown of trade-offs and their implications.** |  |