Welcome to your assessment!

**Read this document carefully**

It has important information about your assessment.   
Contact us if you have questions.

**Our contact details**

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| @ | Email | [newman.marcus.j@edumail.vic.gov.au](mailto:newman.marcus.j@edumail.vic.gov.au)  [illman.craig.c@edumail.vic.gov.au](mailto:illman.craig.c@edumail.vic.gov.au) |

**Important information about your assessment**

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| **Program name** | VCE VET Creative and Digital Media |
| **Qualification** | CUA31015 Certificate III in Screen and Media |
| **Task type** | This product task comprises of planning, designing and producing a physical product relevant for the workplace. |
| **Task name** | Web Design |
| **Task number** | 02 |
| **Unit/s assessed** | CUADIG201 - Maintain interactive content |
| **Due date** | The week of Wednesday 29th June. |
| **Class time allowed for completion** | You will complete this task in class. You can request extra time if needed. |
| **Task context** | Web design and writing content and copy is common task for a multimedia designer. Updating and maintaining the content, is important for the ongoing success of a website. |

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| **Assessment Tasks (a summary)** | | |
| **1** | **Plan** | You will produce a plan of your website before you begin production. |
| **2** | **Website** | You will produce a small website using HTML & CSS. |
| **3** | **Evaluation questions** | You will answer questions about the building the website. |
| **4** | **Maintain Interactive Content** | You will maintain the content for a broken website. |
| **5** | **Evaluation questions** | You will answer questions about maintaining interactive content. |

Plan

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| **Information and instructions** | |
| **General information about this activity** | |
| **Student name** | Brooklyn Tsang |
| **Assessor name** | Marcus Newman  Craig Illman |
| **Task title** | Plan |
| **Unit of competency** | CUADIG201 – Maintain Interactive Content |
| Instructions | |
| **Student instructions** | Designers for multimedia prepare a design document to present to their client, usually as a form of tender, which may or may not be accepted or require further negotiation.  **The content design document** must be presented in a **professional manner.**  You are to modify the design document template and present is if it was your own business or company trying to win the tender for the job. Respond to each point below. The design document should be between **200 – 300 words.**   1. Name: 2. Job title/project title:Name of your website / topic / client etc. 3. Output:Describe what programs you will use and how you will use them. 4. Purpose**:** Describe your concept for the website in one paragraph. Outline the pages and any ‘areas’ of content. 5. TargetAudience**:** Describe in one paragraph. Identify specific groups by some or all the following characteristics: age, gender, socioeconomic status, what their interests are, in work or leisure time, suggest a link to your product or service. 6. Inspiration**:** Provide screengrabs of any website designs that have inspired you. 7. Storyboards and Site maps: Provide storyboards of your website design and a site map of your pages. |
| **Requirements for satisfactory completion** | All evidence must meet the criteria listed. |
| **Assessor instructions** | Review the plan, inspiration and storyboards and site map.  Provide feedback to student regarding approval of the plan.  Check website feasibility and appropriateness for audience. Document the quality of evidence by completing the checklist below. |

|  | | | Assessor to complete these columns ⭢ | **Quality of evidence** | |
| --- | --- | --- | --- | --- | --- |
| **Evidence to submit** | | **Required quality** | | **S** | **NYS** |
| **1** | **PLAN (Design Brief)** | All sections of plan completed | |  |  |
| **2** |  | Successfully prepares website for production | |  |  |
| **3** |  | Submitted to trainer for review | |  |  |

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| **Result for this assessment activity** | | | | | | |
| **Result** |  | **Satisfactory** | |  | **Not Yet Satisfactory** | |
| **Assessor comments** |  | | | | | |
| **Assessor signature** |  | | **Date signed** | | |  |

Website

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| **Information and instructions** | | |
| **General information about this activity** | | |
| **Student name** | Brooklyn Tsang | |
| **Assessor name** | Marcus Newman  Craig Illman | |
| **Task title** | Website | |
| **Unit of competency** | CUADIG201 – Maintain Interactive Content | |
| **Instructions** | | |
| **Student instructions** | You are to create a 4-page personal website that with working links and graphics. You can choose the topic, but the site must be cohesive in content and design. The website is to adhere to design specifications advised by the relevant personal. (i.e. the trainer.) Submit the website on the due date, with the relevant files. Deliver a visual diary with a documented design process, design document and storyboard. Negotiate final concept / designs with your trainer. Use Dreamweaver as your authoring tool to produce a working website using HTML & CSS. You will use Adobe Photoshop to add graphics to your site. You can use other programs if negotiated with trainer. | |
| **REQUIREMENTS AND TECHNICAL SPECIFICATIONS**  Requirements and Technical specifications can be negotiated with trainer. |  |
| The website must include CSS. | Y |
| 4 - 6 pages which contain links | Y |
| Must contain 1 link to an external website | Y |
| Must contain 1 link to an email address | Y |
| Must contain digitally manipulated photo images either created in Photoshop or edited using Photoshop | Y |
| Must contain at least one body of text with two paragraphs | Y |
| Use of visual design elements and principles | Y |
| Use of C.A.R.P. principles | Y |
| Visual Diary must contain examples of websites, artworks and other creative sources that may inspire design. | Y |
| Evidence of different creative thinking strategies, i.e. Brainstorming, word clouds, etc. | Y |
| Evidence of any problems solving through annotation in visual diary. | Y |
| **Requirements for satisfactory completion** | You must meet all criteria below when conducting the session | |
| **Assessor instructions** | Assessors must inspect and review the quality of the production plan using the checklist below. | |

|  | | | **Assessor to complete these columns ⭢** | **Quality of evidence** | |
| --- | --- | --- | --- | --- | --- |
| **Evidence to submit** | | **Required quality** | | **S** | **NYS** |
| **1** | **PRODUCT** | Meets the intended design/requirements as outlined in the design brief | |  |  |
| **2** |  | Functions effectively as website | |  |  |
| **3** |  | Contains requirements | |  |  |
| **4** |  | Meets technical specifications | |  |  |
| **5** |  | Contains no copyright issues | |  |  |

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| **Result for this assessment activity** | | | | | | |
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| **Assessor comments** |  | | | | | |
| **Assessor signature** |  | | **Date signed** | | |  |

Evaluation Questions

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| **Information and instructions** | |
| **General information about this assessment activity** | |
| **Unit of competency** | CUADIG201 – Maintain Interactive Content |
| **Student name** | Brooklyn Tsang |
| **Due date** | 26.06.19 |
| **Instructions** | |
| **Student instructions** | When you have completed the task answer these questions about producing a website. You can research or use the notes you have taken in class to answer them. |
| **Requirements for satisfactory completion** | All questions must be answered correctly. |
| **Assessor instructions** | Assessors, please supervise students and check answers are correct. |

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| **Open questions** | |
| **Answer the following questions:** | |
| **1** | **When working on interactive content who might the relevant personnel be?** |
|  | Social media designer, client, artistic content director, colleagues, web designers and users/audience |
| **2** | **What electronic content might be included in a website?** |
|  | Shopping Cart, Forums, Quizzes, Username/login Details, Comments, Buttons for Views and Subscriptions, Notifications/RSS Feeds, Guestbooks/Reviews |
| **3** | **Have you used link - checking software on your website?** |
|  | Yes, Dreamweaver |
| **4** | **What content management system are you using to maintain your website?** |
|  | Make a folder where all the content is contained in, manage the site in Dreamweaver. Dreamweavcer is a content management system. |
| **5** | **What metadata might be included in your website?** |
|  | Style Sheet/CSS, JavaScript and Fonts/Metatag |
| **6** | **Explain how outdated links impact usability of web pages.** |
|  | It will become inaccessible – Error 404 – page not found. Users may get the wrong information or lose confidence in the creator or webpage. |
| **7** | **Explain the procedure for checking copyright clearance.** |
| Contact the copyright owner or possible pay for the use. |
| **8** | **Describe how metadata and tags are used to classify content.** |
| Metatags describe the content and the location of the content. |

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| **Result for this assessment activity** | | | | | | |
| **Result** |  | **Satisfactory** | |  | **Not Yet Satisfactory** | |
| **Assessor comments** |  | | | | | |
| **Assessor signature** |  | | **Date signed** | | |  |

Maintain Interactive Content

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| Information and instructions | | | | | | | | | |
| General information about this activity | | | | | | | | | |
| Student name | | | Brooklyn Tsang | | | | | | |
| Assessor name | | | Marcus Newman | | | | | | |
| Unit of competency | | | CUADIG201 – Maintain Interactive Content | | | | | | |
| Due Date | | | Tuesday 14th May | | | | | | |
| Instructions | | | | | | | | | |
| Context | | | Maintenance generally means making sure that your files and file directory structure are up and running properly at all times, and your links are functional. Since HTML documents and their related graphics or additions that your make to existing file names or directories could alter their relationship to another. The most common result is that links are broken, and images or entire pages don’t load properly. In this test, you are required to follow instructions and respond to the client’s requests to update and maintain their website.  “Dear Web Designer,  Something went down with our server and our website is messed up.  Can you fix it thanks?  Deadmau5.  Head of mau5trap. | | | | | | |
| Student instructions | | | The trainer will direct you to the files you will need to maintain and update the website. Correct any errors as directed on this sheet and any others you might find throughout. | | | | | | |
| Requirements for satisfactory completion | | | Maintain the website to working order by following the instructions. | | | | | | |
| Assessor instructions | | | Assessors please check the completed website and provide feedback. | | | | | | |
| Please make changes to each page. Tick when complete. ✓ | | | | | | | | | |
| CSS | | | | | | | | | COMPLETE |
| 1 | Manage the site in Dreamweaver. | | | | | | | |  |
| 2 | Open **index.html** and navigate to **style.css** | | | | | | | |  |
| 3 | Find **background-image: url(BG.jpg)** in the css. replace with **BG.jpg** with **BG\_Deadmau5.jpg.** | | | | | | | |  |
| 4 | Change the colour of footer to **whitesmoke;** Remember colour is written in the American spelling. | | | | | | | |  |
| 5 | Find **nav a:hover { background-color:** and change **greenyellow;** to **deeppink;** | | | | | | | |  |
| 6 | Change the fontsize of **<h2>** to **30 px.** | | | | | | | |  |
| 7 | Change the fontsize of **<h1>** to **50 px.** Change the colour to **white.** | | | | | | | |  |
| INDEX.HTML | | | | | | | | | |
| 1 | In the **<head>** change the **<title> to <title>mau5trap</title>** | | | | | | | |  |
| 2 | Check all the links in the menu. If any are broken fix them. | | | | | | | |  |
| 3 | Add the following text below the **<h1>** heading Who We Are. ***mau5trap is deadmau5's own label and has been the home to some of the biggest electronic music released in the last 9 years.*** | | | | | | | |  |
| 4 | Remove the paragraph **<p>** tags and change to HTML code to display the artists as a list **<li>.** Make sure the list is unordered **<ul>.** | | | | | | | |  |
| 5 | Edit the html in the merch article to reflect:  **<img src="MAUShirt.png" alt="Deadmau5 Shirt” class="center">** | | | | | | | |  |
| 6 | Link the word here to **https://mau5trapmerch.com/** | | | | | | | |  |
| DEADMAUS.HTML | | | | | | | | | |
| 1 | Insert in the **Deadmau5.jpg** underneath the Deadmau5 **<h2>** heading. Make sure it has an **<alt>** tag. | | | | | | | |  |
| 2 | Add the following text below the About **<h2>** heading with **a <p>** paragraph tag.  ***Joel Thomas Zimmerman, known professionally as Deadmau5, is a Canadian electronic music producer, DJ, musician, and composer. Zimmerman produces a variety of styles within the progressive house genre and sometimes other forms of electronic music.*** | | | | | | | |  |
| 3 | Change the Selected Albums heading from **<h1> to <h2>.** | | | | | | | |  |
| 4 | Remove the paragraph **<p>** tags and change and replace the Selected Albums into an ordered list. <ol> | | | | | | | |  |
| REZZ.HTML | | | | | | | | | |
| 1 | Change **<h2>** Deadmau5 heading to Rezz. | | | | | | | |  |
| 2 | Investigate why the image is not **RezzWEB.jpg** is showing a broken image icon. Fix this issue. Make sure it has a **<alt>** tag. | | | | | | | |  |
| 3 | Add the following text below the About **<h2>** heading.  ***Isabelle Rezazadeh, born May 28, 1995, better known as Rezz, is an electronic music producer from Niagara Falls, Ontario. In 2015, Rezz released her first EP, Insurrection , through Nest HQ. She followed in 2016 with releases off deadmau5's label mau5trap with The Silence is Deafening and Something's Wrong Here.*** | | | | | | | |  |
| 4 | Change the Selected Tracks heading from **<h1> to <h2>.** | | | | | | | |  |
| 5 | Change the ordered list into an **unordered list.** | | | | | | | |  |
| CONTACT.HTML | | | | | | | | | |
| 1 | Create a new article item and close the tag. | | | | | | | |  |
| 2 | Check all the links in the menu. If any are broken fix them. | | | | | | | |  |
| 3 | In-between the article, create a new **<h2>** heading tag that reads **Contact Us** and close the tag. | | | | | | | |  |
| 4 | Create a new **<p>** paragraph tag that reads Want to send us a demo? and close the tag. | | | | | | | |  |
| 5 | Create a new **<p>** paragraph tag that reads Email **joel@mau5trap** and close the tag. | | | | | | | |  |
| 6 | Add the **mailto:joel@mau5trap** to make an email link | | | | | | | |  |
| 7 | Make sure all tags a closed. | | | | | | | |  |
| 8 | Test all pages, check all content is being displayed correctly and confirm all changes with the trainer. | | | | | | | |  |
| VISUAL GUIDES | | | | | | | | | |
| **../../../Teacher%20Resources/2018/Units%201%20&%202/7.%20Maintain%20Interactive%20Content/mau5trap.site.visualguides_0003_Layer%200.jpg** | | | | | | | | | |
| **../../../Teacher%20Resources/2018/Units%201%20&%202/7.%20Maintain%20Interactive%20Content/mau5trap.site.visualguides_0001_Layer%202.jpg** | | | | | | | | | |
| **../../../Teacher%20Resources/2018/Units%201%20&%202/7.%20Maintain%20Interactive%20Content/mau5trap.site.visualguides_0000_Layer%203.jpg** | | | | | | | | | |
| **../../../Teacher%20Resources/2018/Units%201%20&%202/7.%20Maintain%20Interactive%20Content/mau5trap.site.visualguides_0002_Layer%201.jpg** | | | | | | | | | |
| Result for this assessment activity | | | | | | | | | |
| Result | |  | | Satisfactory | |  | Not Yet Satisfactory | | |
| Assessor comments | |  | | | | | | | |
| Assessor signature | |  | | | Date signed | | |  | |

Evaluation Questions

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| **Information and instructions** | |
| **General information about this assessment activity** | |
| **Unit of competency** | CUADIG201 – Maintain Interactive Content |
| **Student name** | Brooklyn Tsang |
| **Due date** | 26.06.19 |
| **Instructions** | |
| **Student instructions** | When you have completed the task answer these questions about maintaining a website. |
| **Requirements for satisfactory completion** | All questions must be answered correctly. |
| **Assessor instructions** | Assessors, please supervise students and check answers are correct. |

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| **Open questions** | |
| **Answer the following questions:** | |
| **1** | **How do outdated or broken links impact on the usability of a web site?** |
|  | It will become inaccessible – Error 404 – page not found. Users may get the wrong information or lose confidence in the creator or webpage. |
| **2** | **If you wish to include someone else’s image in your own work, what do you need to do?** |
|  | Contact the copyright owner for permission or negotiate payment for use. |
| **3** | **What is the purpose of an alt tag?** |
|  | It explains what a missing image looks like. |
| **4** | **How does an alt tag help your website to be more accessible?** |
|  | The alt text strengthens the message of your articles with search engine spiders and improves the accessibility of your website. Screen readers for the blind and visually impaired will read out this text and therefore make your image accessible. |
| **5** | **Why should a website be updated often?** |
|  | So it won’t become outdated or have broken pages/links, which will impact the usability of a web site. It will become inaccessible, and users may get the wrong information or lose confidence in the creator or webpage. |
| **6** | **Describe some of the changes you had to make when maintaining the deadmau5 website.** |
|  | I had to fix the images, links, titles, information and apply proper hyperlinks in the appropriate places. Minor changes for example, title names and image files had to be made. Colour and font size also needed to be changed. |
| **7** | **What metadata tags did you apply?** |
| Style Sheet/CSS, JavaScript and Fonts/Metatag. |

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| **Result for this assessment activity** | | | | | | |
| **Result** |  | **Satisfactory** | |  | **Not Yet Satisfactory** | |
| **Assessor comments** |  | | | | | |
| **Assessor signature** |  | | **Date signed** | | |  |

**Assessment Coversheet**

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| **General information** | | | | | |
| **RTO Name** | Northern College of The Arts & Technology | | | | |
| **School Name** | Northern College of The Arts & Technology | | | | |
| **Unit/s assessed** | CUADIG201 - Maintain interactive content | | | | |
| **Task** | Web Design | | | | |
| **STUDENT to complete this section** | | | | | |
| **Name** | **Brooklyn Tsang** | | | | |
| **Email** | **brooklynxtsang@gmail.com** | | | | |
| **Date submitted** | **26.06.19** | | | | |
| Student declaration—By signing below, I declare that:  ⦁ I have been advised of the assessment requirements, have been made aware of my rights and responsibilities as an assessment student, and choose to be assessed at this time  ⦁ this portfolio contains my own work except where I have made due reference to work by other/s. I am aware that a false declaration may lead to withdrawal of a qualification or statement of attainment. | | | | | |
| **Student signature\*** | | **Brooklyn Tsang** | | **Date signed** | **29.06.19** |
| \* Student must provide a REAL signature. If submitting your portfolio electronically, either insert an electronic signature in the space above, or print this page, sign it, then submit a scan of the signed page. | | | | | |
| **ASSESSOR to complete this section** | | | | | |
| **Name of assessor** | | | Craig Illman | | |
| **Date assessment received** | | |  | | |
| **Date assessment review completed** | | |  | | |