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| **91880** | **Develop a digital media outcome** | **4 credits** | **Internal** | **Version 1** |

Total Credits = 4

**1.4 Web Project 2021**

Brief

You are wanting to expand your industry experience as a web designer. You have entered a competition to exhibit your skills to prospective employers.

You need to create a 3 page (worth of content) website that promotes a simple product that you will design from the list of products supplied. You need to think about who you are marketing your products towards when designing a simple logo and styling of the products and website.

**Design requirements**

* Create a company ethos and choose company name, and product you will market to your identified target audience / market **(noted in oneNote)**
* Create a simple logo that reflects the ethos of the company
* Design 3 different versions of the product that you will sell
* Develop a website layout in photoshop considering the following
  + Alignment
  + Space
  + Contrast
  + Hierarchy
  + Readability
  + Fonts
  + Color

**Relevant implications**

|  |  |
| --- | --- |
| * Social | * End-user considerations |
| * Cultural | * Accessibility |
| * Legal | * Usability |
| * Ethical | * Functionality |
| * Intellectual property | * Aesthetics |

**Coding requirements**

* Web coding and linked files will be documented in GitHub
  + You will use the projects area to document project breakdown
  + You will need to tag bugs and resolve them
  + All ticketed items will go through each step in the projects area
  + All tickets that are complete you need to commit code with a note on the work done
* Homepage named index.html
* Correct file structure
* No Broken links/ images
* Use of non default fonts
* Links have a hover state
* Coding is indented properly
* All HTML elements are structured to have minor tags (h1, p, img) inside parent elements (header, nav, section, footer)
* All code is validated with maximum of 2 errors per page (screenshot evidence)
* Webpage design show similarity between photoshop design and working coded website **(screenshot in oneNote + notes)**
* Screen display of design proportionately down to 1024px width
* Webpage displays identically in firefox and chrome
* State alongside your screenshot evidence what aspects of your web code that you needed to tinker with to get working as intended
* Describe 2-3 relevant implications that apply to your coding approach **(screenshot in oneNote + notes)**
  + Add some simple comments in your code to explain what parts of your CSS are responsible for fixing relevant implications

**Develop a digital media outcome** version 1

4 credits, Internal

Name: Grade:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Grade** | Description | Mark | Resub  Mark | Commenting |
| **Achieved** | using appropriate tools, techniques and design elements for the purpose and end users  - Using GitHub for regular documentation of project development with tickets, bugs/testing and commits  - Using brackets and Photoshop to create designs and website  - Homepage name index.html  - Correct file structure  - No Broken links/ images  - Use of non default fonts  - Links have a hover state  - Coding is indented properly  - All HTML elements are structured to have minor tags (h1, p, img) inside parent elements (header, nav, section, footer)  - Use of CSS Grids |  |  |  |
| applying appropriate data integrity and testing procedures in the development of the outcome  - All code is validated with maximum of 2 errors per page (screenshot evidence) |  |  |  |
| describing relevant implications  - Describe 2-3 relevant implications that apply to your coding approach |  |  |  |
|  | | | | | |
| **Merit** | using information from testing procedures to improve the quality and functionality of the outcome  - have removed outdated coding approaches  - Design displays proportionately down to 1024px width  - Use of div tag  - No internal stylesheet code |  |  |  |
| addressing relevant implications  - Add some simple comments in your code to explain what parts of your CSS are responsible for |  |  |  |
|  | | | | | |
| **Excellence** | iterative improvement throughout the design, development and testing process  - final design shows clear visual links between |  |  |  |
| applying design elements effectively  - Design is impacting, aesthetically pleasing and user friendly  **(should met this if following good Photoshop design)** |  |  |  |