

# Important Note for Assessors

The brief that follows has been designed to ensure students are given sufficient opportunity to meet all the requirements of the standard.

However, some minor adjustments to the brief are acceptable. For example, students may wish to source/create their own images, audio, video and/or text copy for the site. This is acceptable, as long as:

- all Intellectual Property requirements (eg Copyright) are met
- the media/text used is suitable and appropriate for the target audience (as identified in the brief)
- the media/text used is suitable in terms of the requirements specified in the brief.

Media provided is in line with the brief. Additional media used eg audio or video may require amendment to the brief.

Where any changes are made (from that specified in the brief), students need to check with the stakeholder that these are acceptable. [The assessor will take the role of 'stakeholder' in this case].

You could provide the brief to students in electronic format – as it is acceptable for them to copy and paste text copy (where relevant).

# Website Brief – Surf, Skate and Cycle (SSC)

## **Background and target audience**

*Surf, Skate and Cycle (SSC)* is a local company that makes custom surfboards, skateboards, and bicycles.

SSC want to make more people aware of their unique products and to give people information about how their products can be bought from around the country. They have decided that a website would be a good way to do this.

SSC have given you the following instructions for the website.

## **Specifications**

- The website needs to include at least the following three pages.
  1. **Splash page** (home page) - to introduce the company and encourage users to view the **Products** page.
    - A relevant image(s) should be included on the page.
  2. **Products page** needs to give a summary of product types offered by SSC.
    - Images need to be included on this page.
    - Supplied text must be used with relevant images.
    - The **Products** page needs to encourage users to view the **Contact** page.
  3. **Contact** page needs to include contact details for SSC.
    - Different contact options (email, telephone, postal, physical address, etc) must be put in a table.
- **All three** pages need to include the following.
  - The company logo and tagline (**logo.png**).
  - Navigation to all other pages on the site.
  - Copyright and attribution information.
  - A sitemap to show the relationship between the pages in the website.
  - At least the following metadata:
    - keywords (for search engines to use)
    - author (your name).

- SSC are happy for you to make your own decisions about the format, colour, and enhancements to be used.

As long as it is:

- suitable and appealing to target audience
  - suits the company image as unique, exciting, full of energy, etc
- The site needs display correctly in the following browsers:
    - Microsoft Edge
    - Google Chrome.
  - All images used on the site must include an alt attribute, to help make the website more accessible for people using a screen reader (eg people with a visual impairment).

## **Resources**

SSC has provided you with the following resources to use on the site.

1. **Text:** See **Appendix A** for the text to be used on all three pages. You may adapt this text – as long as it remains suitable for the target audience.
2. **Media:** Images that can be used on the site are provided in the images folder. Attribution information for all media is given in **Appendix B**. You may use these media, or media you source yourself as long as you make sure it is suitable for the website purpose and target audience. You must also make sure you provide any attributions for materials you do not create yourself.
3. The colours used in the SSC logo are as follows:
  - #004c73 (blue)
  - OrangeRed

## **Testing**

You need to test each of the pages in the website using the testing plan provided in **Appendix C**.

# APPENDIX A: Text Copy for SSC Website

## Splash Page

**Heading:** The hottest unique gear – for YOU!

**Paragraph 1:** We work with you to create unique bikes and boards to suit your individual style.

**Paragraph 2:** Check out the huge range we have on offer! [With link to products page]

## Product Page

**Heading:** The hottest unique gear – for YOU!

**Sub-heading 1** (with surfboard image): Surf in style

**Bullet point list** (under sub-heading 1):

- Stand tall above the crowd on your custom-made board.
- Check out our huge range. We have something for everyone.
- Every shape, colour, and size you can imagine.

**Sub-heading 2** (with skateboard image): Create and skate!

**Bullet point list** (under sub-heading 2):

- Don't just skate ... create!
- We give you the chance to help create your own custom board.
- You give us the concept and we'll make you the board.

**Sub-heading 3** (with bicycle image): Bikes to blow your mind!

- Not your everyday bike! These bikes are custom-made to suit your style.
- We also provide unique biking accessories to make sure you never become just part of the scenery!
- Our bikes don't only look great, they offer supreme comfort and safety.

**Paragraph:** Contact us today for a unique bike or board, custom-made for you. [With link to Contact page]

## Contact Page

**Heading:** Contact Us

**Paragraph:** Contact us today for your unique bike or board. We've got NZ covered!

City	Address	Phone	Email
Auckland	14 Seaforth Drive	09 4020 3652	<a href="mailto:AKL@SSC.co.nz">AKL@SSC.co.nz</a>
Hamilton	98 Green Street	07 6236 1259	<a href="mailto:HMN@SSC.co.nz">HMN@SSC.co.nz</a>
Wellington	443 Main Street	04 6956 3124	<a href="mailto:WLG@SSC.co.nz">WLG@SSC.co.nz</a>
Christchurch	54 New Street	03 5694 2312	<a href="mailto:CHC@SSC.co.nz">CHC@SSC.co.nz</a>
Queenstown	9 High Street	03 1231 6598	<a href="mailto:QT@SSC.co.nz">QT@SSC.co.nz</a>

## APPENDIX B: Attributions for supplied media

Media File	Artist	Licence details
skate.jpg	Pixel.la	CC0 1.0 Universal (CC0 1.0) Public Domain Dedication
cycle	Hendrik Wieduwilt	CC by 2.0 Generic
surf.jpg	Karen Arnold	CC0 1.0 Universal (CC0 1.0) Public Domain Dedication
hero_image.png	Compilation of above 3 images	
logo.png	No attribution needed.	

# APPENDIX C: Testing Plan

Use the table below to guide your testing of the pages in the website. Test each of the items listed in the ‘**What to test**’ column, and check that you get the desired result (see ‘**Expected result**’ column).

In the column headed:

- ‘**Tested**’ – put a tick once you have tested each item
- ‘**Changes needed**’ – indicate what changes you need to make. If no changes are needed, write ‘NONE’.
- ‘**Corrected**’ – put a tick once you have made any changes needed. If you didn’t need to make any changes, write ‘NA’.

What to test	Expected result	Tested (✓)	Changes needed	Corrected (✓)
Media	All are present and display as they should.	✓	Made the size and margin of the images fit the box that contains info within it.	✓
Formatting	All formatting (eg colours, font faces and sizes, buttons etc) are as expected.	✓	Made the color contrast based the same through the webpage.	✓
Layout	Images and text are wrapping, aligned, and positioned as expected.	✓	Made sure there in the middle of the box of each page	✓
Functionality	Hyperlinks (including those in navigation) all work correctly.	✓	None	
Navigation & Buttons		✓	None	

What to test	Expected result	Tested (✓)	Changes needed	Corrected (✓)
Accessibility: Valid HTML5 and CSS3 used to make website accessible using different browsers	All pages display and function correctly in <b>Google Chrome</b> .	✓	None	
	All pages display and function correctly in <b>Microsoft Edge</b> .	✓	None	
Accessibility: The website is accessible to people with visual impairments	Valid HTML5, including alt attributes used to make website accessible to people using a screen reader.	✓	Looked through the code for the website and found some missing alts.	✓
Legibility	All text is clear and able to be read by the target audience.	✓	None	
Readability	All text on the pages can be easily read and understood by the target audience.	✓	None	
Data Integrity		✓		
Error messages		✓		

