



# **Project - Brief**

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| **Module:** Web Authoring | **Module Code:** 5N1910 |
| **Tutor:** Cianán Earley | **Weighting:** 70% |
| **Issue date:** 08/02/2018 | **Due date:** 13/04/2018 |
| **Learning outcomes:** 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14 | |

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| **Student name:** Daniel Hartnett | **Date submitted:** Click here to enter a date. |
| **Course:**  Creative Media | **Class group:** Creative Media 1 |

***Project Outline:***

The project consists of two sections:

* Section A – The report
* Section B – The website – A four page website (no more, no less)
* Section C – Future planning

This project must be submitted electronically. A digital copy of this brief will be made available to you. Section A, Section C and the last two parts of Section B must be answered on this brief, in the boxes provided, as well as all relevant student information above.

The assignment must be submitted in a folder in the format of *“Surname, First name - Project”*

***Plagiarism Declaration:***

I declare that this material, which I now submit for assessment, is entirely my own work and has not been taken from the work of others, save and to the extent that such work has been cited and acknowledged within the text of my work. This assignment, or any part of it, has not been previously submitted by me or any other person for assessment on this or any other course of study.

I understand that plagiarism, collusion, and copying is a grave and serious offence in LMETB, and I accept the penalties that may be imposed should I engage in plagiarism, collusion, or copying.

*Candidate’s signature:*  Daniel Hartnett *Date:*   Click to enter a date.

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| **Section A – The Report (20 marks)**  You must produce a detailed report on your project. In this report you must include:   * All aspects of Pre-production. This includes:   + Identifying target audience **(0.5 marks)**   + Listing site objectives (min. 2) **(1 marks)**   + Sketching of initial design (homepage) **(2 marks)**   + Creating a navigation flowchart **(1 marks)**   + Notes on design with reference to:     - Target audience **(1 marks)**     - Contrast **(2 marks)**     - Repetition **(2 marks)**     - Alignment **(2 marks)**     - Proximity **(2 marks)**   + A production plan and schedule/timetable for all stages of the production (a weekly plan) **(2 marks)**   + Identifying software to be used in development & maintenance of the site for:     - HTML & CSS **(0.5 marks)**     - Graphics **(0.5 marks)**     - Uploading **(0.5 marks)**   + Explaining the process of publishing a website **(1 mark)** * A production Diary which will include:   Work carried out & inclusion of any budgetary and/or technical constraints and/or problems arising **(2 marks)** |

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| **Section B – The Website (40 marks)**  For the development of the website, you must do the following:   * + Optimisation of the size and performance of a project in terms of file import/export and file management **(2 marks)**   + Correct employment of HTML and CSS **(3 marks)**   + Correct HTML page structure **(2 marks)**   + Use of current HTML tags **(2 marks)**   + Correct use of CSS to execute planned design of website to include: * Classes and IDs as selectors **(3 marks)** * Font & text properties **(3 marks)** * Background properties **(3 marks)** * Positioning **(3 marks)** * Borders **(3 marks)** * Padding **(3 marks)** * Margins **(3 marks)**   + Import and incorporate the following to your site   + Text **(2 marks)**   + Graphics **(2 marks)**   + Digital movie (videos or iframes) **(2 marks)**   + Audio **(2 marks)** * Upload website to an FTP server **(1 mark)** * Test website functionality on different browsers and sized screens **(1 mark)** |

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| **Section C – Future Planning (10 marks)**  Create step by step maintenance guidelines to include the following   * + Updating text on a webpage **(2 marks)**   + Creating a new webpage **(2 marks)**   + Inserting an Image **(2 marks)**   + Creating a link **(2 marks)**   + Uploading updated content to a website **(2 marks)** |

**Section A – The Report**

* + **Identify target audience**

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| Young people who use vapes. |

* + **List your site objectives (min. 2)**

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| Deliver knowledge on e-ciggarettes/vapes in a visually pleasing manner and to increase awareness of vapes. |

* + **Sketch of initial design (homepage)**

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* + **Navigation flowchart**

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* + **Notes on design with reference to:**
    - **Target audience**

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| My design would appeal to the target audience by delivering some information on vapes with a sleek design. |

* + - **Contrast**

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| My website uses contrast to engage the audience and to direct their attention to what I want. The contrast on my pages also help organize the layout so that is is easy to navigate. Contrast also separates the content for example the header and footer have dark background colours, while the content area is light. |

* + - **Repetition**

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| The design of my website uses repetition with the layout to give a flow to the site. The image in the oval box is to give the audience site recognition along with consistency. The repetition of my elements creates a pleasing visual pattern and the variations from page to page are meant to cause curiosity in the audience. |

* + - **Alignment**

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| I used alignment to make more compelling compositions. I used alignment to make it easier for the audience to scan over the pages. For images and text I used alignment to improve consistency. The alignment in my site also gives the site structure. |

* + - **Proximity**

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| The design of my site uses proximity to group items together, to organize the layout and to create a visual hierarchy by the way which elements are grouped. The sites proximity also helps the flow of the site |

* **Your production plan and schedule/timetable for all stages of the production (a weekly plan)**

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| Decide what the website will be about.  Define the objectives of the site.  Identify the target audience. Make the weekly plan. |
| Sketch the first design of the website.  Create a navigation flowchart.  Identify the software that will be used. |
| Start making the homepage.  Start the points of Contrast/Alignment/Repition/Positioning.  Think about how the site will cater to the audience. |
| Start making the second page. |
| Start making the third page.  Learn about the process of publishing a website.  Start making maintenance guidelines. |
| Finish Alignment/repetition/positioning points.  Start working on CSS. |
| Finish the maintenance guidelines.  Finish CSS. |
| Upload to google drive and publish.  Finish diary.  Convert files to PDF and upload files to Moodle. |

* **Identify software to be used in development & maintenance of the site for:** 
  + - **HTML & CSS**
    - **Graphics**
    - **Uploading**

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| Notepad++ |
| Adobe Photoshop |
| FileZilla |

* **Explain the process of publishing a website**

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| Publishing a website follows the following steps.  First you pick your unique domain name, for example “.com”. Each domain name is registered with a unique Internet Protocol address.  Then pick a domain registrar, for example “GoDaddy.com”.  Find out if the name is available, use a website like domainsbot to check its availability.  Fill out a “whois” and pay for a 1 year subscription, you will be sent the login details.  Then use a file transfer protocol client to connect you to the server.  Transfer the website files to the server. |

**Section B – The Website**

* **Upload website to an FTP server**

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| Paste link to your website here |

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* **Test website functionality on different browsers and sized screens (2 screenshots)**

**Section C – Future Planning**

Create step by step maintenance guidelines on the following:

* **Updating text on a webpage**

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| Step 1. Connect to your server using an FTP client, for example FileZilla.  Step 2. Download the HTML file that you want to edit. Step 3. Open your html files in Notepad++ or any softwre of youre choice. Step 4. Locate the element (example: <p></p>, <h1></h1>) with the text you wish to update. Step 5. Add or remove text that you want. Step 6. Save the file. Step 7. Transfer the HTML file back to the server using the FTP client. Step 8. Agree to replace the old one. Step 9. Close your FTP client. |

* **Create a new webpage**

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| Step 1. Decide what the webpage will be about along with its objectives and its target audience. Step 2. Sketch some designs of the webpage. Step 3. Create a HTML file and edit it in Notepad++. Step 4. Place the nessessary tags for a basic page, tags like <html>, <title>, <body>. Step 5. Start entering mre HTML until the page is complete. Step 6. Start and finish CSS. Step 7. Save the HTML file. Step 8. Transfer the file to your server using an FTP client and agree. |

* **Inserting an image**

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| Step 1. Download the HTML file that you want to edit. Step 2. Locate where you wish to insert an image and insert <img src=”file location/file name”>. Step 3. Save it. Step 4 transfer the file to the serverusing an FTP client and agree. |

* **Creating a link**

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| Step 1. Download the HTML file. Step 2. Locate where you want to put the link. Step 3. Insert link. Step 4. Save. Step 5. Transfer back t server using an FTP client. |

* **Uploading updated content to a website**

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| Use a FTP client. Log in. upload content to the public\_html directory. |

**Make sure to:**

* Fill in all boxes above
* Save this file as a PDF
* Save all your HTML files as PDFs
* Save all your CSS files as PDFs
* Compress your website and files into a zip file before uploading
* Upload the file correctly on Moodle and click Submit (do not leave as draft)