



**Unit:**  
**Designing and Developing a Website**  
**Assignment title:**  
**Retail Camping Company (RCC)**  
**Spring – Winter 2023**

**Important notes**

- Please refer to the *Assignment Presentation Requirements* for advice on how to set out your assignment. These can be found on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.
- You **must** read the NCC Education document *Academic Misconduct Policy* and ensure that you acknowledge all the sources that you use in your work. These documents are available on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.
- You **must** complete the *Statement and Confirmation of Own Work*. The form is available on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.
- Please make a note of the recommended word count. You could lose marks if you write 10% more or less than this.
- You must submit a paper copy and digital copy (on disk or similarly acceptable medium). Media containing viruses, or media that cannot be run directly, will result in a fail grade being awarded for this assessment.
- All electronic media will be checked for plagiarism.

# Introduction

You have been asked to help develop a new website for a new camping equipment retailer that is moving to online sales (RCC – Retail Camping Company). The company has been trading from premises but now wants an online presence. The website currently doesn't take payments and orders online although the management hopes to do this in the future. The website should be visual and should be viewable on different devices.

## Scenario

The Retail Camping Company has the following basic requirements for the contents of the website:

- **Home Page:**
  - This page will introduce visitors to the special offers that are available and it should include relevant images of camping equipment such as tents, cookers and camping gear such as furniture and cookware.
  - The text should be minimal, visuals should be used to break up the written content.
  - This page should include a navigation bar (with links inside the bar and hover over tabs), slide show, header, sections, footer.
  - Modal pop-up window that is displayed on top of the current page.
- **Camping Equipment:** This page will provide a catalogue of products that are on sale such as tents, camping equipment and cookware.
- **Furniture:** This page should give customers a catalogue of camping furniture that is on sale.
- **Reviews:** This page should include a forum where the registered members can review the products they have purchased.
- **Basket:** This page should allow the customers to add camping equipment to their basket which is saved and checked out later.
- **Offers and Packages:** This page provides a catalogue of the most popular equipment that is sold
- Ensure you embed at least THREE (3) different plug ins such as java applets, display maps and scan for viruses.

At the initial stage of the development process, you are required to make an HTML/CSS prototype of the website that will clearly show the retail camping company how the final website could work.

Content hasn't been provided. Familiarise yourself with possible types of content by choosing an appropriate organisation (by using web resources) to help you understand the

context in which the company operates. However, do not limit yourself to web-based sources of information. You should also use academic, industry and other sources. Suitable content for your *prototype* can be found on the web e.g. images. Use creative commons (<http://search.creativecommons.org/>) or Wikimedia Commons ([http://commons.wikimedia.org/wiki/Main\\_Page](http://commons.wikimedia.org/wiki/Main_Page)) as a starting point to find content. Remember the content you include in your site must be licensed for re-use. Do not spend excessive amounts of time researching and gathering content. The purpose is to provide a clear indication of how the final website could look and function. The client would provide the actual content at a later point if they are happy with the website you have proposed.

Students must not use templates that they have not designed or created in the website assessment. This includes website building applications, free HTML5 website templates, or any software that is available to help with the assessment. You must create your own HTML pages including CSS files and ideally you will do this through using notepad or similar text editor.

## Aim

The aim is to create a website for the Retail Camping Company (RCC).

## Task 1– 25 Marks

### HTML

The website must be developed using HTML 5 **and** feature a minimum of SIX (6) interlinked pages which can also be viewed on a mobile device. The website must feature the content described above **and** meet the following criteria:

- Researched relevant content to inform the design of the website.
- Be usable in at least TWO (2) different web browsers including being optimised for mobile devices and responsive design. You should consult your tutor for guidance on the specific browsers and versions you should use.
- Include relevant images of camping equipment you have selected from your research including use of headers, sections and footers.
- Home Page:
  - Minimal text with visuals to break up the written content.
  - Navigation bar (with links inside the bar and hover over tabs)
  - Responsive design and at least one plugin
  - Header
  - Sections
  - Footer (including social media links)
- Reviews page: with responsive contact section including first name, last name, and submit button (through email)

- Camping Equipment, Furniture Page and Offers and Package page with responsive resize design and including TWO (2) different plug ins, catalogue style and animated text search for products.
- Basket – Page created which allows the customers to add products to their basket.

## Task 2 – 25 Marks

### CSS

Create an external CSS file that specifies the design for the website. Each of the HTML pages must link to this CSS file. There should be no use of the style attribute **or** the <style> element in the website.

The boxes on the home page should include relevant elements such as border radius, box-shadow, hover etc.

Include on-page animated text search to allow customers to search for different products.

## Task 3 – 15 Marks

### Test the website and write a test report

You must use the W3C validation service (<http://validator.w3.org/>) to check your HTML **and** CSS code. You should attempt to remove as many non-compliant features as possible. Make sure *show source* is selected **and** save the output from this tool.

You must also test your website for accessibility using a relevant screen reader **and** note the findings from the testing. You should also describe how the site works for disabled users.

You must test your website on TWO (2) different browsers and give a description of differences between the browsers and the reasons for these.

Investigate the test discrepancies and identify and rectify their causes. Produce a summary outlining what you have found and support the amendments you have made with screen shots.

Write a short report assessing the suitability of your testing. Provide an evaluation of any outstanding problems and recommendations for how these could be fixed. Explain the role of the W3C.

The written part of your report should not exceed FIVE HUNDRED (500) words.

## **Task 4 – 35 Marks**

### **Critical evaluation**

Write a report of FIVE HUNDRED (500) words analysing the website you have submitted:

- a)** Discuss and evaluate the suitability of the THREE (3) different plugins you have included in your website.
- b)** Evaluate at least TWO (2) web application development tools you have used in the website
- a)** Appraise at least TWO (2) business benefits to RCC of using web services.
- c)** Recommend improvements for further development of the website in line with the business objectives for growth.

## Guidance

Consult with your tutor if you are uncertain about any aspect of this assignment.

## Submission requirements

- A word-processed, printed document containing all the written components of the assignment (Tasks 3 and 4), signed and dated by your tutor/lecturer.
- A copy of all the word-processed material (Tasks 3 and 4) together with the website (Tasks 1 and 2) on appropriate media (CD, USB flash drive, etc.). Ensure that the web pages can be viewed directly from the submitted media. Do not submit any server-side code; it is not required for this assignment.
- The word count for your report is **1000 words**.

## Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

- Have you read the NCC Education document *Academic Misconduct Policy* and ensured that you have acknowledged all the sources that you have used in your work? ☐
- Have you completed the *Statement and Confirmation of Own Work* form and attached it to your assignment? **You must do this.** ☐
- Have you ensured that your work has not gone over or under the recommended word count by more than 10%? ☐
- Have you ensured that your work does not contain viruses and can be run directly? ☐