MONASH
University

Assignment 3 (30%, individual assessment)
Website Development and Report: Build a Website Homepage

Using an approved website template, develop a homepage for the Australian small business that your group selected for Assignment 2. The final design of your website does not need to be the same as your group's design - you have the opportunity to create and implement your own design ideas using what you have learned in Assignment 2.

You will also write a short report that explains 5 of your most important decisions relating to key aspects of the homepage design you have implemented.

Choose An Approved Website Template

You must develop your website using one of the website templates available on the following website: **https://html5up.net/**

✅ Only choose a template that can be downloaded directly from the website linked above.
✅ Choose 1 template only to use as a starting point for your work.
⛔ Do not use a template downloaded from a different website.

Website Content and Design Guidelines

Your homepage must have **4-5 different content sections**. A content section is a distinct area of a web page that has information and purpose that is different to other areas. In this assignment:

- A large header section containing useful content **is** counted as a content section.
- A primary navigation menu should be present but **is not** counted as a content section
- A footer with company information and links **is not** counted as a content section.

Develop a homepage only - no other pages are required. Navigation links do not need to be functional. Use Chrome's DevTools and your code editor to customise your templates.

- Change all text and image content in the template.
- Customise colours, backgrounds, and fonts to modify the visual design.
- Reorganise the template by rearranging, removing or duplicating sections.
- Customise content layout by modifying HTML and CSS.

Make sure all identifiable information of the original business is replaced with fictional information. This includes the business name, contact details and names of real people.

You may use downloaded images that are permissively licenced for free commercial use

- Public Domain or Creative Commons licensed images are preferred.
- Other permissive licences that allow free commercial use are also allowed.
- Images that only contain a logo (website logo, social media icons) do not require a permissive licence, but must still be referenced.

Generative AI tools are restricted for certain functions in this assessment task

In this assignment, you can use generative artificial intelligence (AI) tools to create images to use as media content in your website. You must not use Generative AI tools for writing HTML, CSS or JavaScript code for your website, or for generating text in your report.

Website Technical Guidelines

Demonstrate your understanding of basic client-side scripting by implementing 1 useful JavaScript feature in your website. The feature must involve a user interaction that results in useful functionality relating to a user goal.

- You may write original JavaScript code based on lab activities or further research.
- You may make use of research third-party JavaScript code from online sources.
- JavaScript features already present in the template are not counted as new features.

The website must be uploaded to a web host (covered in the week 11 applied class).

- The website should pass HTML validation with no errors (warnings are allowed).
- All images must be optimised to minimise file size while maintaining quality.
- Files that are not necessary for the web page to be viewed must be removed.

Server-side scripting (i.e. PHP) is not required and will not be assessed in this assignment.

Report Guidelines

Write a short report between **600-1200 words** justifying the most important decisions you made when designing and developing the website.

Include the following information at the start of the report:

- The URL where your hosted website can be accessed online.
- An overview of your site topic and purpose **(up to 100 words)**.
- The specific target audience your website appeals to **(up to 100 words)**.

In your report, describe the **single most important decision** you made for each of the following categories:

1. Information architecture **(up to 200 words)**.
2. Visual design style **(up to 200 words)**.
3. Image optimisation **(up to 200 words)**.
4. Web content accessibility **(up to 200 words)**.
5. JavaScript interactivity **(up to 200 words)**.

Provide justifications for each decision that demonstrate how you have applied theory learned in this unit. Include further supporting research in the form of cropped screenshot examples of similar features found in other websites.

Reference all non-original assets used in your website and report

All non-original media and code assets used in your website must be referenced. This includes:

-   The template that you used.
-   Any non-original text content that you have researched.
-   All download images or other media content.
-   Researched code, including third-party JavaScript and online tutorials.
-   Linked/embedded resources, including videos, webfonts and JavaScript code.

All use of generative AI for creating images used in the website must be acknowledged. Declaration of generated materials must include:

-   Clear identification of the specific images created using generative AI.
-   Providing URLs for the specific generative AI tools used.
-   Providing the prompts you used to generate each piece of content.

Any non-original images used in the report that are not screenshots of your own website must be referenced. This includes:

-   Screenshots of other websites provided as evidence of supporting research.
-   Images used as visual aids to support explanations.

Formal referencing style is not required. References may be in the form of a title/filename and source URL.

References are not included in the report's word count.

Plan your workload and milestones

This assignment has an effective 4-week working period that overlaps slightly with Assignment 2.

Recommended milestones for this project:

- **Week 8:** Select a template and begin your report.
- **Week 9:** Customise structure and text content.
- **Week 10:** Customise images and visual design.
- **Week 11:** Implement JavaScript and finalise report.

Deliverables and Submission

- **A single ZIP file containing your website folder**
  - Include all files required to view your website.
  - Remove files that are not required to view your website.
  - The total size of your website folder must be less than **25MB** before compressing as a ZIP file.

- **A single PDF file containing your written report**
  - Upload your website to a web host
  - Include a URL on the cover page of your report that tutors can use to access your hosted website.
  - Include references for your website and report at the end of the report.

Submission Due: Friday Week 11, 11:55PM

Assessment Policies

Generative AI tools are restricted for certain functions in this assessment task
In this assessment, you can only use generative artificial intelligence (AI) in order to generate images to use as content in your website. Other uses of generative AI are not allowed. Any use of generative AI must be appropriately acknowledged (see **Learn HQ**).

Referencing of researched resources
Resources used in your assignment that are not your own original work must be acknowledged in a references list. This includes graphics and screenshots of websites. Formal academic referencing is not required as long as your acknowledgement is clear.

- Title - From the original resource or describing a specific part within your submission.
- Credit - Author, organisation or copyright-holder of the resource.
- Online link - URL that leads directly to the specific original resource used.
- Printed publications - The exact title of the publication and relevant page numbers.

Assessment deliverables must be uploaded to moodle
Unless otherwise specified in the assessment task description, all submissions will require deliverables to be uploaded to Moodle. Teaching staff cannot assess submissions via email, Google Drive or other methods of submission outside of Moodle. Where practicable, deliverables will be submitted to the TurnItIn similarity detection system.

Late submission of assessments
Unless an extension has been approved, each day, or part thereof, an assessment task is overdue, a late penalty of 5% of the available total marks applies up to a maximum of seven days. Assessment tasks submitted more than seven days after the due date will receive a mark of zero for that task and may not receive feedback.

Extensions and special consideration
Extensions and other individual alterations to the assessment regime will only be considered using the university's Extensions and Special Consideration Policy. All extension requests must be submitted directly to the university via the online extension request process.

- Learn about the different types of extensions on the **Monash Extensions Website**.
- Apply for short extensions or special consideration using the **online form**.

Submitting an application for an extension or special consideration does not guarantee that the extension will be approved, so you should continue to work on your assessment and submit it as soon as you are able to.