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| **Task 8: Website Development** | | |
| **Course:**  Applied Information Technology [Unit 2] | **Due received:**  Week 8 *(Term 3)* | **Due date:** Week 4 (Term 4) Mon 2nd of Oct |
| **Assessment type**: Project | **Task weighting**  13% of year |  |

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| **Scenario** |
| You are a webdesginer who has been employed to design and develop a website for a given business that employs modern website trends. Each website must have 7 pages and cater to all of the needs of the business.  **The six pages include:**   * Home page * About us page * Online Store   + Check out Cart * Contact Page * Page of choice * Page of choice   Additionally, you will be provided with a CSS and HTML template. You must use and modify these files when developing your website.  **For maximum marks, you must demonstrate the following skills when building your website:**   * Complete your 7 page website by filling it with quality, appropriate content. * Heavy manipulation of your own graphics (logo, gallery images, backgrounds etc) * The addition of CSS elements within the style sheet provided. * A working contact form that sends to your email address. * Appropriate navigation (all links working) * Inclusion of modern web design trends * Make effective use of design principles and elements that caters to your target audience. |

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| **Possible Businesses** |
| You will need to create a website for one of the following businesses.  **Kool Boardz:** Kool Boardz are an Canadian based business that specialize in selling equipment relating toSnowboarding. They also hold an annual Toronto based snowboarding event called **“Kool Kats,”** and their website will also need to promote this, as well as display all competition results.  **YoYo Bro:** YoYo Brois a Mexican company that design and sell custom made YoYo’s all across the country. In addition to selling yoyo’s, they also provide a yoyo repair service, as well as tips and tricks to be the best YoYoer possible.  **Damon’s Drone Drops:** Ever need fresh fruit and veg delivered to your door step within the hour? Well, Damon’s Drone Drops (DDD) has you covered. Upon placing an order on the website, this New York based company will deliver fruit and veg to your door through the use of a high powered Drone (anywhere in the Manhattan Area). Best of all, it’s completely safe!  **Retro Revolution:** Retro Revolution is a New Zealand based company that specializes in selling Retro video games from the 8-bit and 16-bit era (NES, SNES, Genesis etc). In addition to games, they also sell other related merchandise and also hold monthly gaming tournaments at their Auckland store.  **Perfect Pink:** The founders of Perfect Pink love the colour pink. This German based company have been selling their range of unique pink clothing for years in the city of Frankfurt, and would like to branch out to the entire country through their website. In addition, they also hold an annual fashion show in the city which is always a smash hit. |

**Development needs to occur in four phases.**

**Phase 1 – Planning [10 marks]**

* Clearly state which business you are building a website for.
* **Brainstorm** of ideas for your website (design ideas, content ideas, logo ideas, TA considerations, Trends to include).
* Explain the **purpose** of your website. What do you want it to do? What do you wish the users to get out of using it?
* Define 5 characteristics of your websites **target audience**.
  + **Explain**, in **detail**, five criteria that you will do to your advert to attract the target audience
* Explain the **requirements** of the audience. What do they specifically need in order to use the site in terms of hardware, software etc.

**Phase 2 – Sitemap/Storyboard [10 marks]**

* Create a **Sitemap**
* Detailed **sketch** of home page with extensive annotations.
  + Annotate the relationship between 3 elements/principles, 1 composition rule and 2 typography features.

**Phase 3 – Development [30 marks]**

* Create your website following the criteria outlined on the first page.
* Screenshot each page of your website and insert it into your report.
* Submit a single folder, with all files in it, to the DropBox by the due date.

**Phase 4 – Self-Evaluation [5 marks]**

* Develop a list of **six open ended evaluation questions** .These questions should allow for feedback on different areas of your final production.
* Write a detailed paragraph response for each question.

**Report Format [5 marks]**

You must present this report in a professional format.

* + Headers/footers, cover page, contents, images, headings, fonts
  + All sketches scanned in
  + Use of design elements and principles to present your report
  + Comprehensive Bibliography (correctly referenced)
  + Correct use of technical language
  + Submitted as a PDF

**Website marking key Total: 60 marks**

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| **MARKING KEY** | | | | |
| **Section** | **Description** | | **Max Mark** | **Your Mark** |
| **Phase 1** | * Brainstorm of ideas * Purpose * T.A. Characteristics + Criteria * User Requirements | | 10 |  |
| **Phase 2** | * Site Map * Sketch w/annotations | | 10 |  |
| **Phase 3** | * Website Development   + Complete your 6 page website by filling it with quality, appropriate content.   + Heavy manipulation of your own graphics (logo, gallery images, backgrounds etc)   + The addition of CSS elements within the style sheet provided.   + A working contact form that sends to your email address.   + Appropriate navigation (all links working)   + Inclusion of modern web design trends   + Make effective use of design principles and elements that caters to your target audience. | | 30 |  |
| **Phase 4** | * Self-Evaluation | | 5 |  |
| **Report Format** | * Professional Report Format * Bibliography (Correctly Referenced) | | 5 |  |
| **Total:** | 60 |  |