Timeline

Description automatically generated

**Portfolio**

**Student Version**

**ICTWEB452**

**Create a markup language document**

First published 2021

RTO Works  
[www.rtoworks.com.au](http://www.rtoworks.com.au)

[hello@rtoworks.com.au](mailto:hello@rtoworks.com.au)

**0452 157 557**

© 2021 RTO Works

This resource is copyright. Apart from any fair dealing for the purposes of private study, research, criticism or review as permitted under the *Copyright Act* 1968, no part may be reproduced by any process without written permission as expressed in the RTO Works License Agreement.

The information contained in this resource is, to the best of the project team’s and publisher’s knowledge true and correct. Every effort has been made to ensure its accuracy, but the project team and publisher do not accept responsibility for any loss, injury or damage arising from such information.

While every effort has been made to achieve strict accuracy in this resource, the publisher would welcome notification of any errors and any suggestions for improvement. Readers are invited to write to us at [hello@rtoworks.com.au](mailto:hello@rtoworks.com.au).

IT Works is a series of training and assessment resources developed for qualifications within the Information and Communications Technology Training Package.

A close up of a logo

Description automatically generated

A close up of a logo

Description automatically generated

CONTENTS

[Section 1: Prepare to develop web pages 5](#_Toc77154849)

[Section 2: Create web pages 7](#_Toc77154850)

[Section 3: Validate web pages 8](#_Toc77154851)

|  |  |
| --- | --- |
| Student name: |  |
| Assessor: |  |
| Date: |  |

You are a website designer. This assessment is to design a website for an ecommerce company that sells computer and IT gadgets. Requirements:

* + Page 1: Home Page.
  + Page 2: Customer Support including support flowchart and contact information.
  + Page 3: Product Portfolio. List at least 10 products.
  + Page 4: About Us.
  + Page 5: Blog or News

Design your website in CSS layout.

Minimum of 8 comments must be added to your CSS.

Capture screenshots of these designs and save as picture (image) files.

One objective of this website is to acquire additional investment from potential stakeholders. A storyboard and wireframe should be added for this purpose. Additionally, you should draw a flow chart to illustrate your design process.

Required webpage components.

* images
* illustration (picture)
* animation or video (optional)
* links.
* Footer with company
* Hover button
* Personal logo (with image and text)
* Consistent design style using external style sheet. Design CSS page layout and navigation bar.
* Picture gallery
* CSS fonts
* Table (4x4)

Section 1: Prepare to develop web pages

|  |  |
| --- | --- |
| 1. Uses and audience   *List the uses there will be for your website (web pages). List at least 3 functions and 3 values of your website.*  *Describe the audience for your website. List at least 3 types of audience.* | Function:  **Product Showcase:** To display and detail the company's computer and IT gadgets for potential customers.  **Customer Support Portal:** To provide self-help resources and contact information for customer assistance.  **Secure Investment:** By presenting a professional, modern website to attract potential stakeholders.  Values:  **Drive Sales:** By showcasing products effectively and building customer trust.  **Enhance Customer Service:** By providing accessible support resources, reducing support costs.  **Secure Investment:** By presenting a professional, modern website to attract potential stakeholders.  **Audience Types:**   1. **Individual Consumers:** People looking to purchase the latest computers, gadgets, and accessories for personal use. 2. **Small to Medium Business Clients:** Businesses seeking to procure IT equipment in bulk or find reliable tech solutions.   **Potential Investors:** Individuals or organizations interested in investing in the company, reviewing its online presence and business potential. |
| 1. Markup language   *Document the markup language you will use. Explain your rationale for choosing this markup language for your webpage and audience.*  *(For instance, why choose html, do you have other choices? List 3 reasons to support your choice)* | **Chosen Markup Language:HTML5**  **Rationale:** 1. **Industry Standard & Universal Support:** HTML5 is the fundamental, modern standard for web development. It is supported by all major browsers (Chrome, Firefox, Safari, Edge) ensuring the website works reliably for all users, which is crucial for reaching a broad audience like consumers, businesses, and investors. 2. **Rich Semantic Elements:** HTML5 introduces semantic tags. These improve the website's structure, making it more accessible and better for Search Engine Optimization, helping potential customers and investors find the site. 3. **Multimedia Integration:** HTML5 has native support for <audio>, <video>, and <canvas> elements. This makes it easier and more efficient to embed the required animations/videos (optional) and graphical illustrations (like the support flowchart) directly without relying on third-party plugins like Flash, which are outdated and insecure. |
| 1. Documentation   *List the documentation (references, websites) that you will need to develop the web pages. (list at least 3 sources and their values in 50 words)*  *Make sure you refer to the simulation pack to assist with this answer.* | 1. **MDN Web Docs (Mozilla Developer Network):** An authoritative, comprehensive resource for HTML5 and CSS3 documentation. It provides detailed explanations, code examples, and browser compatibility tables, essential for writing correct and cross-browser compatible code. 2. **W3Schools:** A beginner-friendly reference site offering simple tutorials and "Try It Yourself" editors. Valuable for quick syntax checks, understanding basic concepts, and experimenting with code snippets during development. 3. **Stack Overflow:** A vast community Q&A forum for programmers. Invaluable for troubleshooting specific coding errors, finding solutions to common problems, and learning best practices from experienced developers when stuck. |
| 1. Document structure   *Include an outline of the structure of your web pages, as well as the web pages components you will use.*  *Use a diagrammatic structure (draw.io) to show the layout where possible.* | 1. List essential HTML document structure   <!DOCTYPE html>  <html lang="en">  <head>  <meta charset="UTF-8">  <meta name="viewport" content="width=device-width, initial-scale=1.0">  <title>Page Title - TechGadget</title>  <link rel="stylesheet" href="styles.css">  </head>  <body>  <header></header>    <nav></nav>    <main></main>    <footer></footer>  </body>  </html>   1. Using Figma to draw wireframe, sitemap and briefly explain each web page |
| 1. Accessibility   *Explain how you will ensure that your website meets accessibility requirements* | List at least 3 features to support accessibility. Identify these features from your webpage. Be specific about their location, design, and position. Explain who will benefit from these accessibility features.   1. **Alternative Text for Images:** All <img> elements, especially product images and the support flowchart, will have descriptive alt attributes. **Location/Design:** Within the HTML img tag. **Beneficiaries:** Visually impaired users using screen readers. 2. **Semantic HTML Structure:** Using HTML5 semantic elements (<header>, <nav>, <main>, <footer>, <section>, <article>) to define the page structure clearly. **Location/Design:** As the skeleton of the HTML document. **Beneficiaries:** Screen reader users can better navigate and understand the page layout. 3. **Sufficient Color Contrast & Focus Indicators:** Ensure text has high contrast against its background. CSS will style interactive elements (links, buttons) with clear :focus states for keyboard navigation. **Location/Design:** Defined in the external styles.css. **Beneficiaries:** Users with low vision and those relying on keyboard navigation. |

Section 2: Create web pages

|  |  |  |
| --- | --- | --- |
| 1. Text editor   *Identify the text editor you will use here.* | List at least 3 choices.   1. VS Code 2. Windows notepad 3. Notepad 2   Final: VS Code (Visual Studio Code)  List at least 3 reasons to choose the above editor.  Advantages:   1. Free 2. Developed by Microsoft, it is more reliable. 3. There is a wide variety of extension plugins to choose from.   Disadvantages  1. The interface is overly complex for beginners.  2. Excessive extension plugins may cause conflicts or even lag.  3. Some advanced features are challenging for beginners to master. | |
| (2) Using the text editor to create your web pages including page styles, pictures, buttons, and other necessary components  *Take screenshots of the code you generate and attach them to your Portfolio.*  *List the title of the screenshots here.* | Describe your page:  Page 1: **Homepage**: Company Logo, Consistent navigation bar, hero section, Products pictures, News and Footer.  **Technical Implementation:** Uses semantic <header>, <nav>, <main>, <section>, <footer> tags.  Page 2: **Customer Support**: Navigation bar, Main heading, a centered support flowchart and detailed contact information.  **Technical Implementation:** The flowchart image is centered using the CSS Box Model.  Page 3: **Product Portfolio**: Navigation bar, Main heading, Productions’ pictures and a short description.  **Technical Implementation:** The gallery is built using CSS Grid for a clean, responsive layout. All <img> tags include descriptive alt text for accessibility  Page 4: **About US**: Navigation bar, Company Story, Company's location and detailed contact details.  **Technical Implementation:** The map corresponding to the address is embedded using an <iframe>, and consistent styling is applied.  Page 5: **News**: Navigation bar, Main heading and Some articles or press releases about the latest industry trends or company developments  **Technical Implementation:** Each news item is marked up with <article> tags for semantic structure and better SEO.  See appendix 1 for screenshots, save your website as a zip file. Upload.  Links to Github pages  Links to Github source codes | |
| *Paperclip* Attach: | Screenshots |  |

Section 3: Validate web pages

|  |  |  |
| --- | --- | --- |
| (1) Browser and devices  *You are to test that your web pages work on:*   * *two different types of browsers* * *two different types of devices*   *List the two browsers you tested your web pages on and the two devices.*  *Take screenshots of your work to attach to your portfolio.*  *Note down at least one change you need to make to your web pages.* | Capture screenshots of your test results and save as appendix.  Explain your test procedures. | |
| (2) Specifications  *Check that you have covered all of the specifications for the web pages.*  *Provide a brief description here of how you have achieved this.*  *Click* [*here*](https://highrise.digital/blog/web-specification-guide/#:~:text=A%20website%20specification%20is%20a,stakeholders%20or%20points%20of%20contact.)[*link2*](https://wemakewebsites.com/blog/how-to-write-a-website-specification/) *for sample website specifications* | List at least 6 topics of your website design specifications. Insert actual document in the appendix. | |
| (3) Sign off  *Send an email to your assessor explaining how you have met requirements for this task, providing a link to your final web pages and seeking approval.* | Dear xxx  This is xxx, I have completed this xxx assessment and met requirement because xxxx… | |
| *Paperclip* Attach: | Screenshots |  |

Appendix 1

Appendix 2

Appendix 3

Marking criteria

* **Unique Design and Visuals**
* **Clear and Concise Content**
* **User-Friendly Navigation**
* **Responsive Design**
* **Interactive Elements**
* **Unique Branding**

Part A. Answer above questions.

Part B. Design a 5-page website. Meeting the following requirements:

(1) consistent design style (font, layout, and page design)

(2) capture screenshots of your web pages, insert them into your pdf and online text. Create your web pages with a proper layout and spacing.

(3) Footer with your full name must be available in every page

(4) Design a company logo (using tools from Canvas.com).

(5) Using external CSS to center navigation bar, page heading and layout. All pages should refer to the same CSS.

(6) page 1, This is your homepage. Introduce your company as a market leader selling ICT gadgets and computer products in Australia. List your company name, address, unique values, and customer support policies.

(7) Page 2, customer support process must be available in graphical format. Draw a flowchart or wireframe (include at least 2 items) to demonstrate the process. Using box model to centre your picture, diagram, and illustration.

(8) page 3, Add images of company products. You have briefly described each product. (at least 10 product pictures with short description)

(9) Page 4, About US. Location map and contact details in Australia.

(10) Page 5, Blog. Add at least 3 latest industry or company news.