



**BTEC INTERNATIONAL LEVEL 3 DIPLOMA IN IT**

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| STUDENT NAME/ID NUMBER: | |  |
| BTEC REF NO: | |  |
| UNIT NUMBER AND TITLE: | | Website Development |
| ACADEMIC YEAR: | | 2022/2023 |
| UNIT TUTOR: | | FREDRICK OWINO ([fredrick.owino@oshwalcollege.ac.ke](mailto:fredrick.owino@oshwalcollege.ac.ke) ) |
| ASSESSMENT TITLE: | | IMPLEMENTING A WEBSITE KNOWLEDEGE AND UNDERSTANDING |
| ASSIGNMENT: | | 1 of 1 |
| ISSUE DATE: | |  |
| SUBMISSION DATE: |  | |
| ASSESSED DATE: |  | |
| IV NAME & DATE: | MIKE ARUSEI – THU 25TH AUG 2022 | |

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| **Assessed Learning Outcomes** | | | | | |
| Learning Outcome | Assessment criteria’s | | | | |
| To achieve a pass grade, the evidence must show that the learner is able to: | To achieve a merit grade, the evidence must show that, in addition to pass criteria, the learner is able to: | To achieve a distinction grade, the evidence must show that, in addition to pass and merit criteria, the learner is able to: | | Evidence |
| **LO1** Understand the principles of website development. | **P1** Compare the principles of website design used in two websites, including their suitability for the intended audience and intended purpose. | **M1** Analyze how the principles of website design are used to produce creative, high-performance websites that meet client requirements**.** | **D1** Evaluate how the principles of website design are used to produce creative, high-performance websites that meet client requirements. | | Report |
| **LO3** Design a website to meet client requirements. | **P2** Produce designs for a website that meet client requirements. | **M2** Justify the design decisions, explaining how they will meet the user's needs and be fit for purpose. | **D2** Evaluate the design and optimized website against client requirements. | Design document. | |
| **LO4** Develop a website to meet client requirements. | **P4** Review the website design proposals with others to identify and inform improvements. | **M3** Optimize a website to meet client requirements. | **D3** Demonstrate individual responsibility, creativity and effective self-management in the design, development and review of a website. | Design document | |

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| **Scenario** | | |
| Scooba Life is a company that offers scuba diving courses and holidays. The company has recently seen an increase in demand for the services and products it provides. To meet this demand, it wants to improve how the company uses Information Technology. The owners have decided to develop a company website. You work for a web development company that has been contracted to design and create the website. The table shows some basic information about the company, as well as some of the requirements. You should use this information to help you when designing and creating the website.  Services and products offered  Recreational and specialist scuba diving courses   * + Equipment hire and purchase   + Equipment servicing   + Other activities:   + open water diving sessions   + hotel-based diving holidays   + live aboard diving holidays   + instructor training   + skills development workshops.   **Packages offered**  Beginner:  • 2 x recreational courses • 2 x open water diving sessions • free equipment hire • 5% discount on equipment purchase.  Intermediate:  • 2 x specialist courses  • 4 x open water diving sessions  • free equipment hire  • 10% discount on equipment purchase.  Advanced:  • 1 x instructor training course  • 2 x skills development workshops  • 2 years free equipment servicing  • 20% discount on one liveaboard holiday.  • Custom packages are available for 1:1 tuition, adults only and family groups. Clients must contact the company to arrange any custom packages.  Initial website requirements  Modern and engaging design  • Provide potential clients with information about:  • the company and the services and products it offers  • General help and advice on scuba diving.  • Allow clients to contact the company to ask for further information  • An adaptive layout for users accessing with either mobile or desktop browsers  • Accessibility features to enable a wide range of users to use the site easily. | | |
| **Assignment 1 (This provides evidence for LO1, LO3, LO4, assessment criteria** A.P1, A.M1 A.D1 | | |
| **Submission Format** | | |
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| You must complete ALL activities.  ACTIVITY 1 – suggested time 2 hours  The owners of the company are eager to have a high-quality website and have asked you to provide them with information about how other sites meet the needs of the site owners. You should research two websites that have a similar purpose and/or in a similar area of business.  You must:  • compare the design and features of the identified websites  • consider the suitability of each website’s features and design for the intended purpose and audience  • analyse how web design and development principles are used  • provide a supported evaluation of how well each website meets the needs of the website owner and its users. You should consider any positive or negative aspects of the two sites. Use specific examples of these to support the points you make in your report. | | |
| **The activity covers** B. B.P2  **Activity 2 :** suggested time 4 hours  The owners of the company would like to see some initial designs for the website before you start developing it. Create comprehensive designs for the website which include:  • identification of user requirements  • visual designs for the pages  • alternative design options  • Technical documentation. You should use the Set Assignment Information and what you learned through your research in Activity 1 to inform your designs. This activity covers learning aim B. B.P2 | | |
| **Activity 3** | | |
| **Suggested time 2hour (This provides evidence for assessment criteria** B. B.P3, B.M2**)**  You now need to seek feedback in order to improve the quality and appropriateness of your designs. You must:  • show your designs to others  • gather and analyses the feedback you receive  • identify areas of the designs that could be improved  • Further develop/improve your designs using the feedback given.  You must provide justification of your design decisions, including how you responded to any feedback you received. You should include:  • how the designs will meet user needs and be fit for purpose  • consideration of alternative design options  • Which suggested changes you made, which you didn’t and why. This could be in the form of annotations on the designs or as an additional piece of written evidence.  **Activity 4 :** suggested time 10 hours **(This provides evidence for assessment criteria** C. C.P4, C.P5, C.M**)**  You must now develop the website for the client. During the development of the website you must:  • create the site using suitable tools and content  • use appropriate test plans, test schedules and data to test the site for:  • functionality  • compatibility (with different devices and browsers)  • Usability (including user testing). You must also seek feedback in order to improve the quality and appropriateness of your website. You must:  • show your site to others  • gather and analyses the feedback you receive  • identify areas of the site that could be improved  • Further develop/improve your designs using the feedback given. During testing and feedback activities you should collect any results and feedback you have received and document how you have responded to any problems or errors identified. This evidence should include:  • ‘before’ and ‘after’ versions of the website showing notable changes made during development  • details of how the website has been ‘optimized’ based on results of testing and user feedback.  **ACTIVITY 5 – suggested time 2 hours: Leaning Outcomes (**B and C. C.P6, BC.D2, BC.D3**)**  The development of the website is now complete and your manager has asked you to review the extent to which the project meets the client’s needs. Write an evaluation of the design, development and optimization of the website. Your evaluation must:  • consider how effectively the website:  • meets the client’s requirements  • appeals to and meets the needs of the target audience  • achieves its stated purpose  • compare features of the final website with other solutions that could have been used  • provide a detailed and balanced evaluation of what the site does well and areas for improvement  • review your own skills, performance and behaviors and the impact that this had on the development of the final website. Your evaluation should be supported by evidence from all stages of the project to reach conclusions and suggest developments. B and C. C.P6, BC.D2, BC.D3 | | |
| **Learning Outcomes and Assessment Criteria** | | |
| **Pass** | **Merit** | **Distinction** |
| **LO1** Understand the principles of website development. | | |
| **P1** Understand the principles of website development. | **M1** Analyze how the principles of website design are used to produce creative, high-performance websites that meet client requirements**.** | **D1** Evaluate how the principles of website design are used to produce creative, high-performance websites that meet client requirements. |
| **LO3** Design a website to meet client requirements. | | |
| **P3** Review the website design proposals with others to identify and inform improvements. | **M3** Optimize a website to meet client requirements. | **D3** Demonstrate individual responsibility, creativity and effective self-management in the design, development and review of a website. |
| **LO4** Develop a website to meet client requirements. | | |
| **P4** Produce a website for an intended audience and test the website for functionality, compatibility and usability and purpose. | **M4** Optimise a website to meet client requirements. | **D4** Demonstrate individual responsibility, creativity and effective self-management in the design, development and review of a website. |
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**UNIT OUTCOME FEEDBACK**

| **Outcome** | **Evidence for the criteria** | **Feedback** | **Assessor’s decision** |
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| **1.** Design a website to meet client requirements. | **P1** Compare the principles of website design used in two websites, including their suitability for the intended audience and intended purpose. |  | P1 |
| **M1** Analyze how the principles of website design are used to produce creative, high-performance websites that meet client requirements. | M1 |
| **D1** Evaluate how the principles of website design are used to produce creative, high-performance websites that meet client requirements. | D1 |
| **3** Design a website to meet client requirements | **P3** Review the website design proposals with others to identify and inform improvements. |  | P3 |
| **M3** Produce a website for an intended audience and test the website for functionality, compatibility and usability and purpose. | M3 |
| **D3** Demonstrate individual responsibility, creativity and effective self-management in the design, development and review of a website. | D3 |
| **4.** Develop a website to meet client requirements. | **P4** Produce a website for an intended audience and test the website for functionality, compatibility and usability and purpose |  | P4 |
| **P5** Test the website for functionality, compatibility and usability | P5 |
|  |  | M4 |
| **D4 D3** Demonstrate individual responsibility, creativity and effective self-management in the design, development and review of a website | D4 |

Assessor Signature: ……………………………………………. Date: ……………………………………..

**Statement of Originality and Student Declaration**

I hereby, declare that I know what plagiarism entails, namely to use another’s work and to present it as my own without attributing the sources in the correct way. I further understand what it means to copy another’s work.

1. I know that plagiarism is a punishable offence because it constitutes theft.
2. I understand the plagiarism and copying policy of the Edexcel UK.
3. I know what the consequences will be if I plagiarise or copy another’s work in any of the assignments for this programme.
4. I declare therefore that all work presented by me for every aspects of my programme, will be my own, and where I have made use of another’s work, I will attribute the source in the correct way.
5. I acknowledge that the attachment of this document signed or not, constitutes a binding agreement between myself and Edexcel UK.
6. I understand that my assignment will not be considered as submitted if this document is not attached to the attached.

**Student’s Signature: …………………………… Date:.……………**

**Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Reg. No \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Programme \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Unit \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date Submitted \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date Due \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Received Assignment at Amity Global Institute – Nairobi**

**Administrator/HOD Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Signature \_\_\_\_\_\_\_\_\_\_\_Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**College Stamp**