## ASSIGNMENT SPECIFICATION

| Course: | QQI |
|---|---|
| Year: | 2 |
| Module Title: | E-business (Semester 1) |
| Lecturer's name: | Morgan Campbell |
| Email: | mcampbell@ibat.ie |
| Date for Submission: | 25/03/16 |
| Assessment type: Individual/Group | Individual |
| Weighting of Assessment: | 25 |
| Required Length of assignment | 5 page website |

You are to create a prototype website for the site you reviewed in first assignment. The website should be created using Dreamweaver, should contain at least 5 pages, and should represent a significant improvement on the original site.
The site should also utilise

- Divs and IDs
- An external style sheet. With appropriate selector types (ID, tag and compound)
- An appropriate template
- A functional navigation system

**Note:** you may need to create a new brand identity (logo etc.) to achieve the desired result.

**Also Note:** the site may contain some of the content from the original, however this site is supposed to represent a significant improvement on the original and so excessive plagiarism will be penalised.

**Site Objectives and Tasks**
   *Website*
      o Appropriate folder structure
      o At least 5 pages
      o Each page should have an appropriate file name
      o Each page should have an appropriate title
   *Template*
      o Template for the site
      o Navigation menu, header and footer
      o Static banner and footer. Editable Content
   *Layout*
      o Use of Divs

- Use of ID's

**CSS Rules**
- Use of an external style sheet
- Use of a standard font (Ideally linked to a style sheet)
- Use of the ID Selector Type
- Use of the tag Selector Type
- Use of the Compound  Selector Type

**Editing and Formatting Content**
- Correct use of bold and italic
- Appropriate use of alignments
- Use of the format heading option
- Use of line breaks
- Add copyright symbol and date into the footer of the template

**Links**
- Ensure all pages are correctly linked to.
- Absolute link (ie. A link to an external site)
- Email Link

**Images**
- Add an image banner to the header
- Place an alt tag on the banner image

Additional marks are awarded for the overall technical, visual and aesthetic quality. (This includes marks for the use of: Template, Navigation, CSS, Colour, and Overall Design)

## Marking Structure:

| Website   (70 marks) | |
|---|---|
| Appropriate folder structure | 3 |
| At least 5 pages | 5 |
| Each page should have an appropriate file name | 5 |
| Each page should have an appropriate title | 5 |
| *Template* | |
| Template for the site | 2 |
| Navigation menu, header and footer | 3 |
| Static banner and footer. Editable Content | 2 |
| *Layout* | |
| Use of Divs | 2 |
| Use of ID's | 3 |
| **CSS Rules** | |
| Use of an external style sheet | 2 |
| Use of a standard font (Ideally linked to a style sheet) | 1 |
| Use of the ID Selector Type | 1 |
| Use of the tag Selector Type | 1 |
| Use of the Compound  Selector Type | 1 |
| **Editing and Formatting Content** | |
| Correct use of bold and italic | 1 |
| Appropriate use of alignments | 1 |
| Use of the format heading option | 1 |
| Use of line breaks | 1 |
| Add copyright symbol and date into the footer of the template | 1 |
| **Links** | |
| Ensure all pages are correctly linked to. | 5 |
| Absolute link (ie. A link to an external site) | 1 |
| Email Link | 1 |
| **Images** | |
| Add an image banner to the header | 1 |
| Place an alt tag on the banner image | 1 |
| Aesthetic Design  (30 marks) | |
| Template | 10 |
| Navigation | 10 |
| CSS | 10 |
| Colour | 10 |
| Overall Design | 10 |
| *Total* | *100* |

## Submission Details:

Projects are to be saved on a CD/USB and enclosed in an envelope (or folder) and handed in at reception
Pages should be created in Dreamweaver.

   (a) A label should also be attached to the envelope stating your name, student number, class, module and assignment number
   (b) The CD/USB should contain the entire website. The website should be contained in a folder with the filename**: YourName_Ebusiness_Project1**

The assignment deadline is mandatory and the following penalties apply to late submission.

- 10% penalty for assignments submitted within three days of the submission deadline.
- 20% penalty for assignments submitted within one week (seven days) of the submission deadline.
- Late submissions after one week will attract a further penalty of 5% for each additional day the work is late.

Extensions will be considered only where written application is submitted to the lecturer in advance of the deadline with supporting evidence as to why the extension is warranted (e.g. medical certificate).