Assessment 1 – The Pitch

Student Name:		CIT Number:	
Name of Subject: HTML & CSS **Create and Style Simple Markup Language Documents**		NAT ID: ICTWEB431	CRN: See subject information
Assessment Type	Written/Oral		
Assessment Name	Assessment 1 – The Pitch		
Assessment Date	See assessment area		

Student Information

Review the important information below in relation to this assessment task.

Instructions
This assessment task requires you to write a summary of your proposed website based on the assessment scenario document provided on eLearn. You must also prepare written questions, draw a wireframe to detail your plan, and answer ALL questions in task 1, 2, and 3. In this assessment, you will provide evidence of the following: • Communication skills • Ability to document verbal information • Ability to analyse and interpret information from technical documents • Ability to develop content using appropriate structures and language • Ability to meet deadlines and complete work to a satisfactory standard • Ability to describe markup language • Ability to explain Cascading Style Sheets (CSS) standards • Ability to explain Internet technologies • Ability to explain Web browsers and their features • Ability to explain documentation standards
Time Allowed
See the subject guide for assessment due dates

Assessment Conditions

- This is an open book assessment
- No eating is permitted in the labs
- This assessment will be undertaken in a CIT computer lab during class or online.
- This is an individual assessment.
- To ensure your responses are satisfactory, consult a range of learning resources and other information such as handouts, textbooks, learner resources etc.
- To be assessed as Satisfactory in this assessment task, all questions must be answered correctly.

Materials Provided by CIT

The following materials and resources have been provided:

- Assessment Scenario documentation
- Assessment 1 – The Pitch (assessment sheet) and interview questions.
- How to Conduct a Client Interview (link provided on eLearn)
- Website Style Guide Resources (link provided on eLearn)
- Five (5) Crucial Web Design Tips for a Professional Site (link provided on eLearn)

Materials You Need

- Writing materials
- External storage device e.g., thumb drive

Attempts

You may have two (2) attempts for this assessment.

- If your **first** attempt is not successful, your teacher will discuss your results with you and will arrange a second attempt.

- If your **second** attempt is not successful, you may be required to re-enrol in this unit.

- **All submissions must be received by the due date.**

Please refer to the CIT Assessment Policy if you have any questions.

The Scenario

Congratulations! You have been selected to take part in an internship program with a web development company called Spider Web Design. SWD is a small organisation that provides a wide range of web development services to the public.

Your supervisor has asked you to plan and develop a website to demonstrate your current skill and knowledge levels and has hinted at the possibility of a long-term opportunity with the company based on your performance in this task. Your supervisor has provided a list of topics for you to choose from when creating your site:

- Your favourite travel destination
- Your favourite movie or TV show
- Your favourite band
- Your favourite computer games
- Your favourite book

You may choose a different topic, however this will require approval prior to commencing the planning and development.

Your supervisor has outlined some of the requirements of the website for you. These requirements are:

- HTML5 is preferred
- Styling and positioning must be achieved through CSS
- All pages must be finished to a professional standard
- A minimum of three (3) pages

- No requirement for dynamic code or functionality (i.e., JavaScript, PHP, jQuery)
- Suitable file-naming conventions
- Code is readable and neatly presented
- All standard code and declarations are present in HTML documents
- HTML and CSS files successfully validate without errors or warnings

- Content and images must be relevant to the topic of the site
- One (1) contact form must be present in the site
- One (1) table, grid, or flexbox array must be present in the site

The development will be completed in two phases:

1. **Planning** – you will develop documentation that will detail your proposed website. These documents will contain information on your chosen topic, a description of your design, and a set of wireframes showing the proposed layout of your pages.

2. **Development** – using the wireframes you created in the planning phase; you will develop your website.   The development phase will also include troubleshooting and testing, and documentation will need to be completed and signed off prior to the final delivery of your project.

The Planning Phase – Assessment 1

Required Deliverables

- Project Brief
- Wireframes

Project Brief

The project brief is a simple document that will provide details on the following aspects of your project:

- The topic of your website
- Your target audience – identify your target demographic
- Image sourcing – outline how you are going to obtain images for your site and any licencing considerations that you will make
- Styling considerations – outline the following style considerations:
  - Colour choices
  - Font types and styles
  - Text sizes for headings and standard text
- Any other additional information you believe is relevant

Wireframes

Wireframes are a conceptual diagram showing the proposed layout of your web pages. You will provide one (1) diagram for each page of your site (three (3) diagrams for three (3) pages).

The Development Phase – Assessment 2

Required Deliverables

- HTML files (minimum three (3)
- CSS files (maximum one (1)
- Image files
- Additional media files (if any)
- Form testing document (provided)
- Cross-browser testing document (provided)

Form Testing
Form testing will be carried out in class in as scheduled in the subject guide. You will be required to submit your web form for testing by another student. You will also be required to carry out testing on another student's website. You will complete a testing document and sign off on the tests.

Cross-Browser Testing Document

The final testing document will be used to record any issues or inconsistencies between different browsers. Your supervisor expects that you will test your website in the three most common browsers (Microsoft Internet Explorer/Microsoft Edge, Mozilla Firefox, and Google Chrome) and document any differences or incompatibilities you discover.

File Size Limit
Your project must be submitted as a zip file (*.zip*) and must not exceed 100Mb in size

Task 1 - Pitching Your Idea – Assessment 1

For this task, you will arrange an appointment with your teacher (instructor) to discuss your proposed website and confirm and clarify the project's requirements. You will need to prepare a set of questions (both open ended and closed questions) to bring to the interview and answer all questions in **Task 1**, **Task 2,** and **Task 3** of this assessment. The interview will cover the following:

- The topic you have chosen (for your website project)
- Markup language
- Cascading Style Sheets (CSS) standards
- Internet technologies
- Web browsers and their features
- Documentation standards

In the space provided below, list the questions you have asked and record the responses you receive during your meeting.

How could I create my contact form?

As a separate page or in one of the main pages, if as a separate page make it easily accessible.

What do the HTML and CSS need to verify through?

Doesn't matter, as long as the page loads as intended.

Will I need to make all of my images copyright free?

No, the images don't need to be copyright free as long as they are cited correctly.

If a change to the design of the website or colours is needed, is it ok to make those changes?

No, if changes are needed they must be approved before they are made.

Are small changes allowed, if the general design and theme is kept intact?

Yes, small changes can be made, but must not be excessive.

Your teacher will be looking for your ability to demonstrate the following:

- Eye contact
- Clear communication
- Listening skills
- Questioning skills
    - You will need to apply:
        - Closed-ended questioning (requires yes/no responses)

- Open-ended questioning (requires more detailed responses)

Interview Questions

Question 1: What markup languages (HTML and XHTML) will you use for this website? Identify one (1) advantage and 0ne (1) disadvantage:

<table>
<tr>
<td colspan="2">I will use HTML5 for my website as it is the preferred markup language specified in the requirements.</td>
</tr>
<tr>
<td>Advantage</td>
<td>Disadvantage</td>
</tr>
<tr>
<td>More multimedia tags than older HTML versions</td>
<td>May not be compatible with older browsers like internet explorer</td>
</tr>
</table>

Question 2: What are two examples of standards in web design, and how do they contribute to creating user-friendly and visually appealing websites?

The website logo in the top left corner of the page:

This is where users are used to looking for the logo, so they will be able to easily find it. Also putting the logo in the top left makes it easy to design navigation bars around it.

Horizontal nav bar in the header:

This is an easy to spot location for the navigation bar and leaves a lot of room left for the content to go below it.

Question 3: Name one (1) feature and one (1) limitation for two web browsers from the below list.

System	Limitation	Feature
Firefox	Uses a lot of memory	Blocks ad trackers
Chrome	Privacy concerns regarding data collection practices	Built in password manager

Microsoft Edge		
Safari		

Question 4: Explain the difference between HTTP (Hypertext transfer protocol) and HTTPS (HTTP Secure) (HTTP Secure).

> HTTP sends information to your browser from the web server in plain text. This makes it very easy for hackers to intercept and simply read the data that is being sent. HTTPS fixes this problem by using public/private key encryption so that the data is safe from third parties.

Question 5: When troubleshooting your CSS code, you can use a linting tool. Identify one (1) advantage and one (1) disadvantage of using a Linting tool and using a W3C Validation tool.

	Advantage	Disadvantage
Linting Tool	Linting tools can check for bad syntax and inefficient code, helping you to improve code that technically works, but may not be the best quality	Sometimes linters throw false positives. This can cause developers to waste time looking for problems that don't exist.

W3C Validation tool	Can check for syntax issues in your code.	Does not check for bad practices that technically are the right syntax.

Task 2 – Wireframes

In the space provided below, create one (1) wireframe **for each** of the main pages of your website. Your wireframes should show the layout of various components of your web pages, including:

- Headers
- Navigation areas
- Content areas
  - o Include image and multimedia placements
  - o Include text areas
- Footers

Use tools such as: Microsoft Visio iDraw Lucidchart Whimsical Balsamiq Justinmind or any other Apps that you prefer.
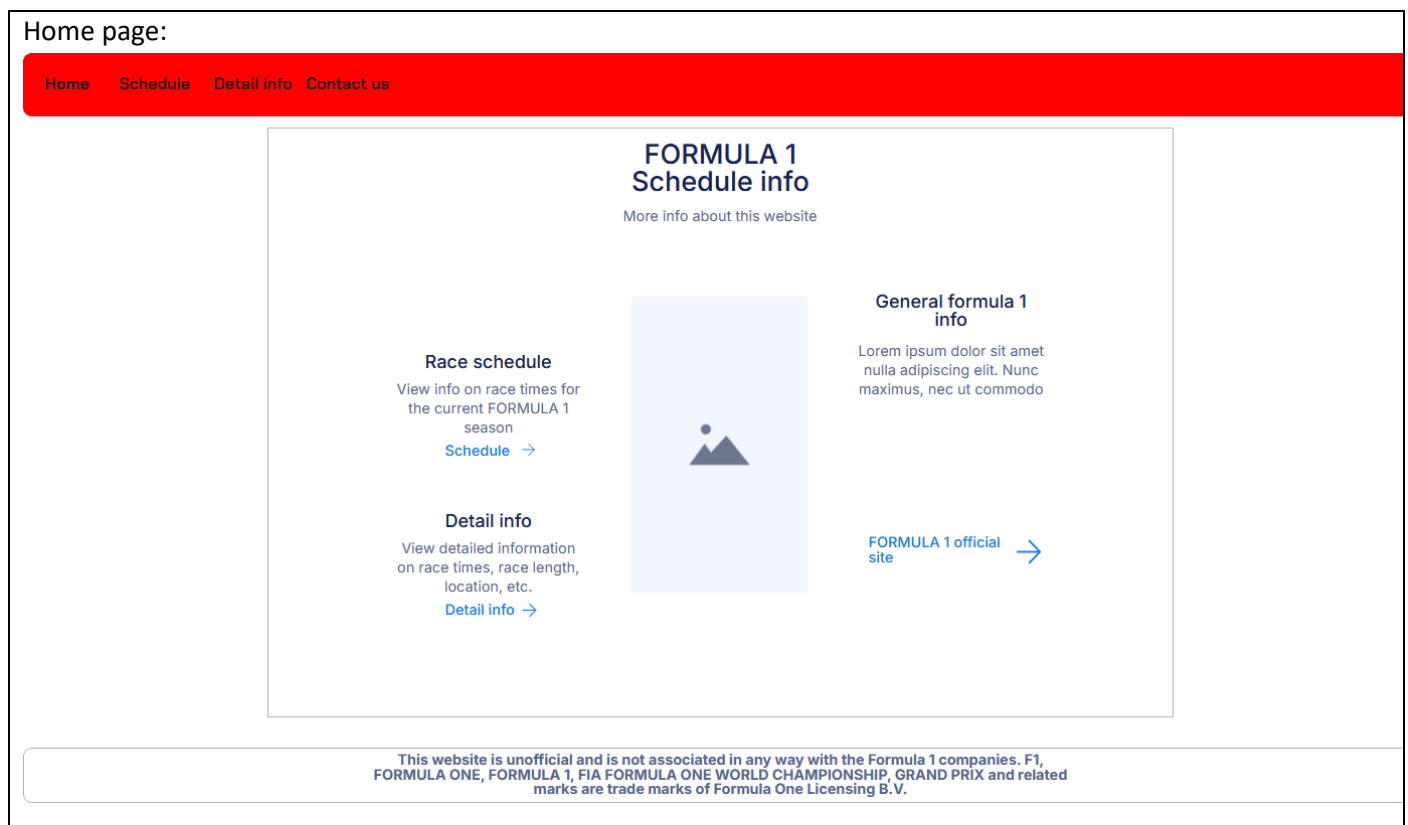
Home page:

Race schedule page:

Home   Schedule   Detail info   Contact us

Race schedule

Schedule for the current FORMULA 1 season.

Track Name
P1:   Quali:
P2:   Race:
P3:
More info   →

Track Name
P1:   Quali:
P2:   Race:
P3:
More info   →

Track Name
P1:   Quali:
P2:   Race:
P3:
More info   →

Track Name
P1:   Quali:
P2:   Race:
P3:
More info   →

Track Name
P1:   Quali:
P2:   Race:
P3:
More info   →

Track Name
P1:   Quali:
P2:   Race:
P3:
More info   →

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Detail info page:

Select Race

Track name

Schedule:

Practice 1:   Qualifying:

Practice 2:   Race:

Practice 3:

Country: Race Distance:

City:

📅 Start date - End date

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Contact page:

Contact us

Call us

📞 +91 98765 43210

Email

✉ info@example.com

Address

📍 Lorem ipsum dolor sit amet

Name	Phone
Name	Phone Number

Email	Company
Email	Company

Message

Your Message...

Submit

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Task 3 – The Project Brief

You will now need to draft a brief proposal of your revised website plan, incorporating the information you received during your meeting.

In the space provided below, outline details of the following:

Topic:	FORMULA 1 schedule		
Outline (brief) of the pages and content:	The website will inform FORMULA 1 fans of race times for upcoming and past races. The home page will include the race time for the next race, as well as some extra facts about the event. The schedule page will allow the user to select a season to view all the race schedule for.		
Target Audience:	Formula 1 fans looking for when races are being held		
Image Sourcing:	Images for the track layouts are delivered along with the API request for the race times. FORMULA 1 states that event names and still images can be used by "fans" as long as the intent is not commercial and is to genuinely inform. As the purpose of this website is simply to inform FORMULA 1 fans of race times, the use of these images and other information does not violate copyright.		
Styling considerations:	Colour choices	Font types and Style	Text size and standard text
	The website will be a red and white style to match the FORMULA 1 theme	The font will be courier new, to give a modern look that is similar to the official FORMULA 1 font.	Text sizes will match other text of similar type site wide. E.g. titles, subtitles, paragraphs will be the same size. Paragraphs and individual text boxes will be in grey, while titles and subtitles will be black and bold.

Marking Guide

Marking rubric

During the task, the following skills were demonstrated satisfactorily:	Attempt 1 Date:		Attempt 2 Date:	
	S*	NYS*	S	NYS
Assessment 1				
1. Explained what markup languages (HTML and XHTML) you have used for this website and identified one (1) advantage and one (1) disadvantage.	☐	☐	☐	☐
2. Has used both closed and open-ended questioning techniques during the interview to seek clarification of the web project specifications.	☐	☐	☐	☐
3. Explained what web standard design you are using for your web development.	☐	☐	☐	☐
4. Named one (1) feature and one (1) limitation of the Chrome web browser and Firefox.	☐	☐	☐	☐
5. Explained the difference between HTTP and HTTPS.	☐	☐	☐	☐
6. Explained CSS troubleshooting process using a linting tool and identified one (1) advantage and one (1) disadvantage of using a Linting tool and W3C validation tool.	☐	☐	☐	☐
7. Listed two methods you can apply to ensure your website meets accessibility standards.	☐	☐	☐	☐
8. Provided a project brief that includes; - a) Website topic chosen from the list provided or approval for alternative topic requested.	☐	☐	☐	☐
b) Information regarding image sourcing provided	☐	☐	☐	☐
c) Colour choices are clearly outlined, and font styles are clearly outlined	☐	☐	☐	☐
9. Wireframes One (1) wireframe is provided for each primary page (sub-pages not required)	☐	☐	☐	☐
10. Wireframes Navigation areas are clearly defined, and Content areas are clearly defined	☐	☐	☐	☐
11. Wireframes Image/multimedia areas are clearly defined, and Text areas clearly defined	☐	☐	☐	☐

*S = Satisfactory *NYS = Not Yet Satisfactory