1621ICT Web Design and Development - Assignment

Assignment Summary:

This assignment is an **individual** assignment worth 25% of the total marks for the course. All work must be your own. Instructions for how to submit each Part of the assignment will be made available on Learning@Griffith in the Assessment area.

You are to design and develop a web site for a hypothetical local small business. The type of business is up to you. It could be retail, a tradesman's site, accountant, etc.

Note:
Using an existing real business or organisation is **not appropriate** for this assignment.

The aim of the website for this hypothetical company is to attract new customers, keep current customers informed about the business activities, and advise customers of current offers. It is a small business and as such has a limited budget for the development.

The assignment is split into two separate parts:

	Title	Due	Weighting
Part 1	Project Plan	5pm Friday 17 April	10%
Part 2	Web site implementation	5pm Wednesday 27 May	15%

You must complete both parts 1 and 2 by their respective deadlines.

Assignment submission

Submissions will be electronic only. Instructions for submitting part 1 and part 2 will be given on Learning@griffith in the assessment area before the submission deadline.

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Part 1: Project Plan Requirements (10%)
You must develop a project plan for the Business. The project plan must be a single document (Word, PDF, or Open Office format) that includes information about the following aspects of the project.

You **must** use the following items as **headings and subheadings**:

- **Project objectives**
  - General site requirements
  - What is the Website for
    - Brief introduction to the business that you have chosen

      Example:
      > The website is for a restaurant that serves Mexican food. The business provides the following services ... (a list of services).

  - Short term goals (6-12 month objectives)
  - Long term goals (1 year+ objectives)
- **Target audience**
  - Who is the audience (age, etc.)
  - Web browser requirements (Types of browsers, versions, screen size, etc.)
  - User technical proficiency (Level of computing skill expected, etc.)
- **Site type**
  - What kind of Website is it (Informational, poster, eCommerce, etc.)
    Note: an ecommerce Website is not suitable for this assignment
- **Story board**
  - A sketch of the landing page and each of the other pages (minimum 4, see part 2 – implementation for the page requirements)
  - A site page relationship sketch
  - Other pages may be included where appropriate (see the Web site page and content requirements in Part 2)
- **Budget**
  - List of items/consumables/time being charged for and their costs
  - You can set your own hourly rate
  - Total cost (Separate one-off cost and ongoing costs)
- **Timeline**
  - Series of milestones for deliverables with dates and person responsible as a table
- **Client information**
  - Name of the client including their address (this is a made up name)

Note:
Page 2-3 of the textbook shows a sample project plan document. This sample document is incomplete and your Project Plan will require more detailed information. Page 4-5 of the textbook shows the storyboard including a landing (main) Web page as well as a site page relationship sketch.

Lecture 1 – Unit A: Preparing to create a Web site discusses the project plan. Please review the lecture recording for more detail.

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Cover page requirement:
Your project plan document must have a cover page with the following information:

- Your name
- Your student number
- Your workshop time (eg. Thursday 2-4pm)
- Your Griffith email address

The complete Project Plan must be submitted by the due date for Part 1. The Web site details in your project plan will be expected to form the basis of your Web site implementation in Part 2 of the assignment.

Filename requirement:
Your project plan document **must** have the following format for its file name:

> studentNumber_firstName_LastName.fileType

For example, if:

- your student number is s1234567,
- your first name is Zaphod,
- your last name is Beeblebrox,
- and you are submitting a Microsoft word document,

> then the name of the file that you will submit for marking must be:

> s1234567_Zaphod_Beeblebrox.doc

> OR

> s1234567_Zaphod_Beeblebrox.docx

Part 1 submission:
Your project plan document is to be uploaded to Learning @ Griffith and also to dwarf.ict.griffith.edu.au for testing purposes. Instructions for how to upload the file will be made available under the Assessment section of the course web site.

Part 1 marking criteria:
Your project plan will be marked on how well you meet the Project plan requirements, the cover page requirement, and the filename requirement.

A sample marking scheme for Part 1 will be made available as a separate document.

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Part 2: Web site implementation
You must implement a HTML5 and CSS3 Web site for the hypothetical business that you have identified in your Project Plan from Part 1. The implementation is expected to match what you have developed in your Project Plan in Part 1.

Your Web site must have, at minimum, the following characteristics:

1. **Site pages**
   There must be at least 4 pages including the landing page.

2. **Images**
   Your Web site must include appropriate images for the hypothetical business from your Project Plan.

3. **Event/Promotions list/table**
   The site will require a list of upcoming events and business promotions. You may use a simple table or a more complex display such as a calendar.

   Note that your Web site must include a HTML table one at least one page.

4. **Media**
   You are required to include at least 1 video using html 5 to display it. You need to supply the video in `ogg` (`.ogv` for video) format so that it plays natively in Firefox. However, bonus marks will be considered if the video also works with IE (requires another format as well). Please minimise the size of this video (see Web site size requirement below).

5. **Join/enquire form**
   The site requires the inclusion of a form to enquire about some aspect of the site (eg. A contact us Web form). This form must have some basic input validation.

Web site size:

Your Web site is to have a maximum size (including all files) of 50MB. Websites over this size will receive a mark penalty (see the Part 2 marking scheme available as a separate document)

Note:

Bonus marks may be available for using advanced technologies/techniques. However, please make sure that any advanced techniques work correctly in Firefox 27 or above and that all required files are present. Advanced techniques that do not work correctly, or interfere with one or more of the requirements may attract a mark penalty.

If you are unsure about whether to include an advanced technique, please discuss with your workshop demonstrator.

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Part 2 marking criteria:

In addition to the above requirements, your Website will be marked against the following criteria:

- Use of external stylesheet(s)
- Appropriate formatting of HTML content (indenting, spacing, consistency, etc.)
- Appropriate formatting of CSS content (indenting, spacing, consistency, etc.)
- Alternate style sheets for printing or other environments
- Appropriate navigation
- Appropriate page content
- Consistent 'look and feel'
- Appropriate usability considerations as covered in the textbook (skipnav, back to top, alternate text for images, etc.)
- Appropriate use of images
- Appropriate layout for images including usability considerations (alternate text, etc.)
- Appropriately laid out table(s)
- Appropriate HTML5 form for user data entry
- Javascript validation for HTML5 form
- Embedded video suitable to site
- Embedded video uses minimal size

A sample marking scheme for Part 2 will be made available.

All work will be marked using Firefox version 27 or above.

Part 2 submission:
Your full Website is to be uploaded to both Learning @ Griffith and also to dwarf.ict.griffith.edu.au for testing purposes. Failure to upload to either site may attract a mark penalty. Instructions for how to upload will be made available under the Assessment section of the course web site.