# VINE CHRISTIAN ACADEMY WEBSITE

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**TO**

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# SECTION ONE

## 1.0 Introduction

According to McKenzie (1997) acknowledges that there are a number of goals acquired by creating an academy websites which includes introducing educational stakeholders to the advertised academy. Another advantage of these websites is to provide opportunity for local and global publication of learners work. These academy websites also acts as an intermediary to a larger body of information. Also, websites provides a rich source of locally relevant data related to a variety of instructional topics easily.

Richards and Curran (2009) defines advertising as a paid, mediated form of communication from an identifiable source, which is designed to persuade the receiver to take some action now or in the future. It is also logical to define internet advertising as any form of communication that meets the definition of advertising and can be found on the internet. On the other hand, Schumann and Thorson (2004) defined internet as the network of networks that operates on a set of technical protocols that enables people from the world to access and exchange information using tools such as world wide web, e-mails, chart rooms amongst many other.

Currently, the usage of internet has spread to almost each part of the world and according to C. Taylor of Demand Media, each day many people use the internet information exchange. He also stressed the need to shift business advertising efforts to web pages for example promoting own website through a banner or text adverts on complementary website. There are many advantages of using internet as an advertising platform including the worldwide reach, cost, speed and timeliness, interactivity amongst many more factors.

Hartshorne, Friedman, Algozzine and Kaur (2008) do acknowledge that some benefits of academy websites include communication to a wide audience, extended and independent learning resources for students, flexible evaluation tools for teachers, promoting increased involvement of parents, supporting scholars learning, showcasing student work and the academy environment, and enhancing relationships between academy’s and other stakeholders in the educational process. It is critical to always be aware of these benefits and to appropriately address them during the design and development of academy web sites.

## Background

Vine Christian Academy is a private learning academy which is located in Nakawa division Western Part of Kampala district along Nakawa Jinja Road in Naguru parish. It was officially opened on 23 January 1990 with 30 boys and 29 girls with *the academy motto* ***“Light is in education”*.** It is one of the oldest private Christian academies in the district and was started by Dr. Byarugaba Jordan. The general performance had been the best in the District for three years consecutively but due the structural changes in the teaching stuffs has somehow led to its poor performance and resulted to low number of pupils the Director of Studies explained. For that reason, therefore, there is urgent need to advertise the academy in all possible means so as to enrich the academy growth with more pupils. Since the website has a lot more advantages over using radio, newspaper or television as a mode of reaching the masses in this advancing technology, the has admitted adopting and incorporating it to the means.

## Problem Statement.

It has been expensive and difficult to reach people out using theother means of advertising example the use of radio and newspaper that are very costly and with a lot of irregularities of time, poor reading, and luck of enough information attributed to their costs. Social media like Face book, advertising also is time wasting, therefore we prefer using website to advertise the academy because, implementing this website will reach a wider group of people most especially the internet users.

## Objectives.

1. To review and investigate literature base on advertising through website.
2. To validate the static website.
3. To design a website layout.
4. To implement the website for design.

## Significance

The website will be able to reach masses of people around Kampala and the country at large due to this emerging technology that, more of adverts are now being done online to enable an increase on the number of pupils to academy and minimize the academy operational costs on advertisements.

## Scope Of The Study.

This study focused on developing Vine Christian Academy website that will be able to cover a wide geographical region and reach to everyone that has access to internet so as to make them aware of the academy existence.

The website will concentrate on only advertising the academy widely by showing the general academy performance and the extra services the academy offers.

## Justification Of The Study

The website will be able to enter details about the activities like registration. Information academy environment will be uploaded on the academy website. Applications will be advertised on the website and also any publication that will be of great interest will also be published, including performance. It will enhance parents to check about the academy where their children are studying while sitting at their homes and any other place. The system further cuts down the congestion of parents as they will not be required to spend much of their time applying in the at the academy offices physically

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# SECTION TWO

# 2.0 Literature Review

This chapter reviews the various arguments of the relevant researchers, academicians, consultants, concerning the same project being done. The sources included internet (websites), text books, and articles among others.

According to McKenzie (2007) acknowledged that there are a number of goals acquired by creating an academy websites which includes introducing educational stakeholders to the advertised academy. Another advantage of these websites is to provide opportunity for local and global publication of learners work. These academy websites also acts as an intermediary to a larger body of information. Also, websites provides a rich source of locally relevant data related to a variety of instructional topics easily.

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According to, Hartshorne, Friedman, and Algozzine (2008) quoted that “technology which has become a critical component in our daily lives has seen the development and use of many school websites.” Primarily it is due to the steady increase in internet connectivity of many stakeholders in the education system, which has made concerns about the content, form and the use of school websites emerge.

Also in agreement, the Austrian Journal of Business and Management Research (2011) concluded that Internet has become a major source of information consumption, and to some extent, has replaced old media such as the radio, television and the newspaper. Also the Internet has a daily audience that is greater than the sum of the entire historical audience of traditional media. The possibility of reaching a predefined target audience leverages the brand, induces the effectiveness of the website’s sales, and ensures the transfer of information to consumers.

McKenzie (1997) acknowledges that there are a number of goals acquired by creating a school websites that includes introducing educational stakeholders to the advertised school. Another advantage of these websites is to provide opportunity for local and global publication of students work. These school websites also acts as an intermediary to a larger body of information. Lastly, websites provides a rich source of locally relevant data related to a variety of instructional topics easily.

Dixon & Black (1996) further noted that, School Web sites also do provide opportunities for learners to publish their work both locally and globally. While this further introduces site visitors to the school, it also has a number of positive scholarly implications, as several studies have reported the value of student publication to the World Wide Web. For instance, Dixon & Black (1996) and Rout man (1991) found that publication of student work can be motivational for many students. Riley and Roberts (2000), as well as Schofield and Davidson (2002) reported increased achievement and increased positive attitudes toward the content as a result of the publication of learners work to the World Wide Web. Additionally, other studies have demonstrated that student web publication promotes reflection regarding individual growth and development and provides opportunities for students to visualize the purpose of their work much more clearly (Snyder, Lippincott, & Bower, 1998; Spitz, 1996; Willet-Smith, 1993).

According to Hartshorne, Friedman, and Algozzine (2008) high school web sites can provide diverse resources for students, parents, and teachers, including guidance resources and other information. Examples of student resources include curricular tools for all subject areas, such as Internet search tools, tutorials, help/homework centers, remediation tools.

Additional educational resources could also be included. For example, as a resource for teachers, the school Web site could provide access to assorted (potentially searchable) lesson plans related to all aspects of the elementary school curriculum. Other resources providing methods of enhancing the teaching and learning environment could also be a powerful tool for teachers.

As a parent resource, school Web sites could provide easy access to materials related to a variety of topics. These might include child safety, parent-teacher organizations, or school accountability data. As an intermediary to a larger body of guidance resources, school Web sites could include policies and procedures related to various aspects of the guidance process. Providing references to these extraneous educational issues could have far-reaching benefits for all stakeholders in the educational process Lafferty and Kaur (2002). Schools Web sites can serve as rich sources of data in a number of ways. First, a variety of information for learners to use in various learning situations can be stored using an elementary school Web site (McKenzie, 1997). This is particularly useful because web sites allow for easy storage, access, and retrieval of large amounts of raw data by students. As storage media, also providing opportunities for student interaction, secondary school web sites encourage and allow students to add to the existing collection of locally relevant data.

School Web sites can serve many functions, including acting as a source for publication of learners work to the World Wide Web and acting as a continually developing database of information for current and future students. In addition, with the increased focus on school accountability, schools can provide past and recent data related to a variety of school accountability issues, allowing for comparisons with other district, state, and national high schools.

In addition to providing information, Hartshorne, Friedman, Algozzine and Kaur (2008) argues that a variety of stakeholders in the educational process, secondary school web sites can also serve as a source of additional resource for teachers. For example, teachers can post important course information such as the syllabus, course content, and assignments to an audience via a secondary school Web site. This acts as a catalyst for communication between teachers, parents, and students as well as gets teachers involved in the process of developing and maintaining an elementary school web site. Consequently, not only is it more likely that stakeholders’ needs will be met, but also, they may be more inclined to use the school web site, which could potentially lead to greater participation by both parents and children.

Charon (2010) also finally supports that Internet's vast reach can allow advertisers to reach significantly more people than traditional advertising media at a fraction of the cost. Internet advertising is ideal for businesses with a national or international target market and large-scale distribution capabilities. As he concludes he said as a rule, the more people your business serves, the most cost-efficient internet advertising can be.

# SECTION THREE

## 3.0 Methodology

This section entails the techniques that will be used in collection and analysis of data requirement. There is a great need to collect all the requirements so as to offer what the firms experience will need from the system.

## Interview

This is a one to one conversation between the website researcher, who is the interviewer, and the users who are interviewee. The researcher will examine the staff at both managerial and support. Through a direct, face to face interaction the first-hand information was got that were analyzed, verified and clarified. Opinions and personal ideas are sought from the clients. This enabled us get to know more about the academy.

## Observation

Field work conducted where the researcher observed how the academy runs its day to day activities through these the researcher was able to note issues that were included in the website.

## Design

The project was designed to prove whether it was conforming to the public standards and requirement and whether it fulfilled its requirement objectives. We will use the DFD diagrams to design how the website will be developed and its layout.

## Implementation

Implementation these project required the following software and language:

### **Html:**

Hyper Text Markup Language. This was used to create web pages .This language is compatible with other languages such as css,

### **Text Editors:**

for example notepad was used to edit html and css code and gives maximum control of the design during the designing.

### **CSS:**

Cascading Style Sheet is a Style Sheet language used for describing the presentation of a document written in a markup language,

### **Browser:**

Is a software application for retrieving, presenting and traversing information resources in the World Wide Web.

# SECTION FOUR

## 4.0 Website Design and Analysis

This chapter explains the website layout and how it operates and so functional and non-functional requirements. It focused on the development and the design of the website and the methods especially diagrams used to analyze design and implement the website design. The context diagram is used. This chapter represents the way the website design how it is going to operate and its layout.

## Website Interface

This is the page that introduces one to the website and it is the main page interface and has has the following:

* **User Interface**
* **Browser**
* **Web Server**

## User Interface

The user interface provides a graphical friendly interface layout for the user to interact with the website through the help of a browser. In this case a browser can be through Mozilla Firefox, Avant browser, internet explorer, Google chrome or Torch as they are the commonly known and used browsers among many.

## Browser

The browser fetches the website data from the hosted space where it is hosted and displays it back through loading it to the browser for the users.

It contains the linked pages of the hospital which can be accessed by the user.

## Web Server

Web server will be allowing access to it and displaying content of the hospital system website as required onto the browser. It is the hosting space of the website

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