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| **3.4** | **Use complex techniques to develop a digital media outcome** | **4 credits** | **Internal** | **Version 1** |

**L3 Web Design Project 2021**

**Brief**

You are wanting to expand your industry experience as a web designer. You are applying for an internship which required you to exhibit your skills to your prospective employers.

You need to create a 4-page website this in a minimum and means 4 pages worth of content as single page websites are in trend. The website must promote a simple product that you will design from the list of products supplied. You need to think who you are marketing your products towards when designing a simple logo and styling of the products and website. Your design theme/ styling needs to stated so the judges can evaluate how your design reflects the idea/ ethos of your company and how well is targets your audience. The website will include a shopping cart to give the perceived functionality of a shopping cart.

**Responsive web coding - incorporate a JavaScript component to your website**

* Shopping cart

You are required to submit your project via GitHub for the company to assess your work and work habits.

**Design requirements**

 Create your Company ethos & choose your product you will market from supplied options **(document in GitHub)**

* + What the theme/ feel/ direction of the company is
  + Statement of who is the target audience (breakdown analysis on who they are exactly) and what they need from your website and products,
  + What is the company’sname

**Design requirements**

**(web dimensions 1366px 768px resolution72)**

* + 1 logo
  + 3 products of each style **(6 products total)** e.g. Hoodie & Tee
  + 2 layouts for **both desktop** and **mobile**
  + The design needs to be modern and dynamic while relating to your ethos

**Relevant implications**

* Explain 2-3 relevant implications (what they are) that relate to your web design **(in GitHub)**
* Tickets and bugs logged in GitHub relate to addressing relevant implications
* State with reasons how the web design could be improved further as the website/ company grows and there is more content to account for.

**Relevant implications**

|  |  |  |
| --- | --- | --- |
| Social  Cultural  Legal | Privacy  Accessibility  Usability  End-user considerations | Ethical  Intellectual property  Functionality  Aesthetics |

**Coding requirements**

**Use of tools and techniques**

* Consistent use of GitHub to document project breakdown into tickets, ticket updates, bug reports, branches and commits **(commits should be made when most tickets are completed plus extra for bugs)**
* Use of icons and metadata to ensure the website searches well on good
* Website needs to scale for all device types
* Use of naming conventions and file structure
* Code is commented
* Code in well-structured with CSS Grids , nested grids and display type flexbox used
* CSS code uses shorthand
* All code in indented correctly
* Use of external stylesheet and JavaScript files

**Apply data integrity testing**

* Website html and CSS validates with no errors
* documentation in GitHub with bug reports and fixes
* JavaScript tested and functions on consistently
* Not broken links/ glitches

**Implications and User Experience principles**

* Screen shots ID on where some relevant implications where met well
* Website work consistently across all major browsers
* website functions well on all devices
* JavaScript in website show evidence of heuristics applied
* JavaScript enhances the website functionality

**3.4 Use complex techniques to develop a digital media outcome** version 14 credits, Internal

Name: Thomas Robinson Grade:

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| --- | --- | --- | --- | --- |
| **Grade** | Description | Mark | Resub | Commenting |
| **Achieved** | applying appropriate tools and techniques to meet the purpose and end-user requirements  - Consistent use of GitHub to document project breakdown into tickets, ticket updates, bug reports, branches and commits  -Commits should be made when most tickets are completed plus extra for bugs  - Using brackets and Photoshop to create designs and website  - No Broken links/ images / file & naming conventions  - Use of non-default fonts  - Links have a hover state  - Use of ul and classes for div containers / use of css grids & nested grids  - Some use of JavaScript that works on a basic level | Y  Y  Y  Y  Y  Y  Y  Y |  |  |
| applying appropriate data integrity and testing procedures  - Website is validated  - Not broken links/ glitches | Y  Y |  |  |
| applying user experience principles relevant to the purpose of the outcome  - Website work consistently across all major browsers  - website functions well on all devices  - JavaScript shopping cart in website show evidence of heuristics applied | Y  Y  Y |  |  |
| addressing relevant implications.  - evident from the design that relevant implications have been accommodated/ addressed | Y |  |  |
|  | | | | | |
| **Merit** | using information from testing procedures to improve the quality of the digital media outcome  - have removed outdated coding approaches  - documentation in gitHub with bug reports and fixes  - JavaScript tested and functions on consistently, shopping cart ensures users can order 1 or more products only | Y  Y  Y |  |  |
| applying user experience principles to improve the quality of the digital media outcome.  - JavaScript enhances the website functionality  - Use of icons and metadata to ensure the website searches well on good | Y  Y |  |  |
|  | | | | | |
| **Excellence** | iterative improvement throughout the design, development and testing process to produce a high-quality outcome  - Planning in projects in GitHub with tickets for all areas of website  - noted a couple bugs notes what bug is and how fixed | Y  Y |  |  |
| using efficient tools and techniques in the outcome’s production.  - External stylesheet, External JavaScript, optimizing images and commenting  - Web project completed on time and css short and used consistently  - Options to delete items from cart | Y  Y  Y |  |  |