**LEYTON SIXTH FORM COLLEGE – CENTRE NO: 13409**

**DEPARTMENT: COMPUTING AND IT**

**COURSE: BTEC EXTENDED DIPLOMA IN IT - ACADEMIC YEAR 2012-2013**

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| **Student Name: Student ID:** | | | | | | | |
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| **Unit No:** 28  **Unit Name:** Website Production  **Teacher Name:** Mr B. Akakpo  **Internal Verifier:** Mrs J Niles-Brathwaite  **Date Verified:** 14/12/2014 | | | | | | | |
|  | | | | | | | |
| **Assignment No:** 2  **Assignment Title:** Website Design and Production  **Assignment Given Out:** 07/01/2015 **Assignment Submission Date:** 6/02/2015  **Learning Outcome:** LO3 - Be able to design websites  LO4 - Be able to create websites | | | | | | | |
| **Task** | **Unit** | **Grading Criteria**  **Reference** | **Grading Criteria** | **Review Date** | **Grade Awarded** | **Date Achieved** | **Page No#** |
| 2 | 28 | P4 | Using appropriate design tools, design an interactive website to meet a client need | 16/01/2015 |  |  |  |
| 3 | 28 | P5 | Create an interactive website to meet a client need. | 23/01/2015 |  |  |  |
| 4 | 28 | M2 | Explain the tools and techniques used in the creation of an interactive website | 23/01/2015 |  |  |  |
| 5 | 28 | M3 | Improve the effectiveness of a website on the basis of a client review. | 29/02/2015 |  |  |  |
| 6 | 28 | D2 | Discuss the techniques that can be used on web pages to  aid user access to information | 03/02/2015 |  |  |  |
| 7 | 28 | D3 | Demonstrate that a created website meets the defined requirements and achieves the defined purpose. | 04/02/2015 |  |  |  |
|  |  |  |  |  |  |  |  |
| **Assignment Rules:** Any work submitted after the deadline may not be marked. | | | | | | | |
| **Student declaration**  I declare that all of the work submitted for this assignment is my own work or, in the case of group work, the work of myself and the other members of the group in which l have worked has not been copied from any source. I understand that if any part of the work submitted for this assignment is found to be plagiarised, none of the work submitted will be allowed to count towards the assessment of the assignment.  Student Signature: Date:  Assessor Signature: Date: | | | | | | | |

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**ASSESSMENT FEEDBACK FORM**

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| --- | --- | --- | --- | --- | --- | --- |
| **Unit Number** | 28 | **Unit Title** | | Website Production | | |
| **Assignment Title** | Website Design and Production | | | **Resubmission Date** |  | |
| **Assignment No.** | 2 | | |
| **Assessors Feedback (**please be specific, addressing the assessment and grading criteria**)** | | | | | | |
| **Assessment Criteria to be addressed** | **Feedback from Assessor** | | | | | **Achieved Yes/No** |
|  |  | | | | |  |
| **Literacy Skills assessed for development** | | | | | | |
| **Literacy issue assessed (please circle)** | | | **Comment for development** | | | |
| **Structure, meaning, punctuation, spelling, referencing, bibliography, plagiarism or specify** | | |  | | | |

**Student Signature:** ………………………………………… **Date:** ………..…………….……..

**Assessor Signature:** ………………………………………  **Date:** ……………………………..

**IV Signature:** …………………………………………………  **Date:** ………………..……………

## Scenario

You work for a local web development company and have been asked to visit the director who just started a new business regarding the design and development of the business’s website. You have already been briefed on some of the content requirements:

* Create a name and logo for the business
* the manager would like an interesting homepage containing latest news items as well as a description of the business
* The sales manager has requested an online submission form that customers can request information about products.
* The sales advisors would like a section where they can display the opening hours, how to contact them, locations, frequently asked questions etc.
* The director would like you to use a range of different types of media including video, sound and animation
* An Interactive Photo Gallery for the business
* Products detail pages
* The director would like a minimum of 6 pages in the website and would like you to suggest other pages.

Throughout this project you will meet with your Project Manager (Your Teacher) to clarify the website requirements in more detail and report on your progress.

**Client Needs**

* The client would like the website to be coded with effective meta tags so that it can be visible on various search engines.
* The client has requested the current date and time to be displayed on the website homepage  
  You need to be able to support and maintain the website

**End User Needs:**

* The website will be accessed by a wide range of audience and therefore needs to have a clear and easy navigation system, the text should be easily readable and language that is clear and understandable
* The images should be appropriate and sized in proportion

**Nature of Interactivity**

* Interactive elements to be used: Rollover buttons, sound, video, animation, hotspots, drop-down menus, validation etc.

In addition to the design and creation of the website you will look at the security, legal and performance issues involved in website development.

## 

## Assessment Tasks

**Task 2:**

**P4: using appropriate design tools, design an interactive website to meet a client need**

You need to carry out the planning work for a multi-page, two-way interactive website. Particular attention should be paid to making sure that you define the requirements and purpose of the site clearly and realistically, as this is extended into D3. The plan should take the form of annotated drawings as it would in a normal web design process.

1. Complete a website proposal covering the following:

|  |  |
| --- | --- |
| **Client** |  |
| **Project Manager** |  |
| **Website Purpose** |  |
| **Target Audience** |  |
| **Client Requirements** |  |
| **Client Needs** |  |
| **End User Needs** |  |
| **Nature of Interactivity** |  |
| **Start Date** |  |
| **End Date** |  |

1. Create a hierarchical structure (tree diagram) showing the pages of your website and how they are linked together.
2. Produce annotated drawings of each webpage for your proposed website:

***Design tools*:** concept designing e.g. mood boards, storyboarding; layout techniques e.g. frames, tables, block level containers (DIV), inline containers (SPAN); templates; colour schemes; screen designs; other e.g. outline of content

***Software*:** markup languages e.g. HTML; client side scripting languages e.g. JavaScript, VBScript; features and advantages of software languages; software development environments

**Task 3:**

**P5: create an interactive website to meet a client need.**

After completing the designs for the webpages, you need to build a multi-page website in Macromedia Dreamweaver. The website should feature two-way interactivity as well as being multipage. Prime evidence for this is the website itself in both printout and electronic form. Ensure that you are familiar with managing sites and creating and using website templates.

***Structure*:** layout of pages; navigation; format of content and cascading style sheets (CSS); interactive features e.g. catalogue of products, shopping cart; images; animation

***Content*:** proofed, correct and appropriate; information source; structured for purpose e.g. prose, bullets, tables

***Tools and techniques*:** navigation diagram e.g. linear, hierarchy, matrix; building interactivity tools e.g. pseudocode for client-server scripting; animation; audio/visual elements; ensuring compliance with W3C; meta tagging; cascading style sheets

**Task 4:**

**M2: explain the tools and techniques used in the creation of an interactive website**

Write a report; explain the tools and techniques that can be used to make a website or the tools and techniques you have used to create your website. You must show a strong, accurate understanding of the tools that you have used, and be able to articulate clearly the techniques that you have employed.

***Tools and techniques*:** navigation diagram e.g. linear, hierarchy, matrix; building interactivity tools e.g. pseudocode for client-server scripting; animation; audio/visual elements; ensuring compliance with W3C; meta tagging; cascading style sheets.

In a word document explain using screenshots how you used each of the following tools and techniques when you created your website:

* Website Template
* Website Navigation
* Meta tagging
* Cascading Style Sheets (CSS)
* Audio Visual Elements
* Interactive Photo Gallery
* Animation

**Task 5:**

**M3: improve the effectiveness of a website on the basis of a client review.**

You must show that you have adapted and improved the website that you worked on for P4, in a measurable ways. This can be presented as a short report. You may want to make use of feedback forms.

1. Design and create a feedback form to give to your client.
2. Use the feedback given to make changes to your website
3. In a report, using screenshots explain changes you made after the client review giving reasons why. Ensure that you include screenshots before and after changes.

***Review*:** functionality testing e.g. user environments, links, navigation; content; check against user requirements; user acceptance; audit trail of changes

**Task 6:**

**D2: discuss the techniques that can be used on web pages to aid user access to information**

Review an e-commerce website for example (amazon), identify all techniques used to help users access information.

In pair review each other’s website, identify the techniques used to help user access information then suggest improvements.

You should consider design and functionality to suggest ways of improving accessibility and ease of- use on your website. This could be evidenced as a report.

**Task 7:**

**D3: demonstrate that a created website meets the defined requirements and achieves the defined purpose.**

You must demonstrate that you have created a website which meets the defined requirements and purpose. This can be evidenced through a series of annotated screen prints.