Web Design Assignment 2 - Website Design

WEBSITE DESIGN

SUMMATIVE ASSESSMENT

Learning Outcomes

Successfully completing this project will show you are able to:

- Apply problem-solving skills in the creation of an effective web design solution (1)
- Identify primary and secondary target audiences for a web design solution (3)
- Describe the primary purpose of a web design solution (3)
- Apply a design process to produce a web design solution (4)
- Apply responsive design techniques as part of a web design solution (2)
- Use a remote hosting service as part of a web design solution (2)
- Analyse the effectiveness of a web design solution in relation to the identified primary purpose (1)
- Evaluate the responsiveness of an existing website as part of a research process (2)
- Gather and respond to feedback as part of a development process (3)
- Include a web design solution in a portfolio (3)
- Apply professional practices for user testing a web design solution (2)

Deliverables

Requirements

Generating interest through the creation of a website is a great way to attract more customers, create engagement and generate more interest. You may choose to complete this assessment as either a hand coded website or using a CMS.

Choose one of the following topics and create a website that informs visitors and generates interest.

- An existing restaurant, takeaway or cafe.
- An existing community club or group.
- An existing product or services.

The site will need to include at least three of the following:

- A menu with prices
- A map showing the location/s
- Information about the restaurant, product or Service (history, mission statement)
- Photos of key staff or members with bios
- A form intended for contact or ordering (doesn't have to function)
- A list activities, benefits, features or services offered or available
- Photos with descriptions

Deliverables

- Access to the completed website §
- Documentation supporting achievement of the learning outcomes

Task

Conduct research to enable you to identify the primary and secondary target audience.

Your research will also need to include documented evaluation of an existing website's responsiveness.

Describe the goal/primary purpose of your website, and how and why key stakeholders would use it.

Identify the navigation requirements of your site to ensure that visitors can intuitively and effectively navigate its content.

Show evidence that you have worked through an effective design process. Your design process will need to include results from user testing.

Show feedback you received during the design process, and your response to it.

Apply responsive techniques to your site so that it displays effectively on desktop and mobile platforms.

Make your site accessible for marking either remotely hosted or in a format that could be installed on a remote server.

Analyse your completed website to assess and document its effectiveness.

Include your finished website in a portfolio.

Hand code the website in HTML and CSS. You may also include a javascript library and or raw javascript to enhance or embellish the website.

Your code must be valid to current industry standards and contain no unjustifiable errors.

Name: **Web Design**

Description: **You must demonstrate competency in all criteria to successfully complete this assignment.**

Grid View   List View

	Not Yet Competent	Competent
Apply problem-solving skills in the creation of an effective web design solution	**0** (0%)	**1** (9.09%) Navigation requirements have been identified. Navigation is intuitive and effective.
Identify primary and secondary target audiences for a web design solution	**0** (0%)	**1** (9.09%) Research has been documented supporting the identification of: - the primary target audience - the secondary target audience
Describe the primary purpose of a web design solution	**0** (0%)	**1** (9.09%) A description of the primary purpose of the website has been documented. Use cases for key stake holders have bee Identified.
Apply a design process to produce a web design solution	**0** (0%)	**1** (9.09%) Evidence to show the use of an effective design process has been provided, including adequate examples of: - Research - Ideation - Concepts - Development of concepts
Apply responsive design techniques as part of a web design solution	**0** (0%)	**1** (9.09%) There are at least two break points and layout works effectively on mobile and desktop browsers.
Use a remote hosting service as part of a web design solution	**0** (0%)	**1** (9.09%) A remote hosting service has been used to present the website for viewing and marking.
Analyse the effectiveness of a web design solution in relation to the identified primary purpose	**0** (0%)	**1** (9.09%) Final design has been analysed and documented for effectiveness.

Evaluate the responsiveness of an existing website as part of a research process	**0** (0%)	**1** (9.09%) An existing website's responsiveness has been evaluated and documented.
Gather and respond to feedback as part of a development process	**0** (0%)	**1** (9.09%) Feedback on design concepts and development has been sought prior to beginning production and responses have been documented.
Include a web design solution in a portfolio	**0** (0%)	**1** (9.09%) The website has been include in an appropriate portfolio. Suitable imagery and information is included in the portfolio.
Apply professional practices for user testing a web design solution	**0** (0%)	**1** (9.09%) User testing has been conducted using a current industry accepted method and documented.