Assignment front sheet

Learner name		Assessor name	
		Karen Scott	

Date issued	Deadline	Submitted on	Marked date
12th May 2014 5.30pm	*12th May 2014 5.30pm*		
	12th May 2014 5.30pm		
	6th June 2014 5.30pm		
	13th June 2014 5.30pm		

Qualification	Unit number and title		
BTEC L3 Ext Dip IT	Unit 28 Website Production Unit code: Y/601/6623 Credit Value: 10		

Assignment Title	Assignment 3 – Design and create a website to meet a client brief

Criteria reference	To achieve the criteria the evidence must show that the student is able to:	Task no.
P4	using appropriate design tools, design an interactive website to meet a client need	1
P5	create an interactive website to meet a client need.	2
M2	explain the tools and techniques used in the creation of an interactive website	3
M3	improve the effectiveness of a website on the basis of a client review	4
D3	demonstrate that a created website meets the defined requirements and achieves the defined purpose	4

Learner declaration

I certify that the work submitted for this assignment is my own and research sources are fully acknowledged.

Learner signature: Date:

Assessor's comments

Grading criteria	Achieved?	Comments
P4		
P5		
M2		
M3		
D3		

General comments

Suitability of design:

Suitability of pages created for purpose:

Any errors or omissions:

Suggestions for improvement:

Action plan

Assessor signature		Date	

Assignment brief

Scenario –

You have been approached by the Speakers' Corner Trust, a national charity which promotes free expression, to design and create a website for a Medway Speakers' Corner project, currently being developed. There are other regional Speakers' Corner projects which have their own websites, but the Medway site should give information about the project in a way that is specific to the Medway area. The website should, ideally, be responsive and created using HTML5, CSS3 and Javascript so that it works on the widest range of devices possible. It should be optimised to display appropriately on each device, taking account of the screen size and controls.

You should start by researching the other regional sites (http://www.speakerscornertrust.org/speakers-corner-projects/uk-projects/) for initial ideas.

A logo for the site and relevant pictures will be supplied later in the project and you should ensure that placeholders are built into the site. It is important that the site is easy to update for those who will be running the new project and a content management system such as Joomla or Wordpress will be used to develop the site.

Tasks (P4, P5, M2, M3, D3)

1. Design all pages. Your design must consist of:
   - navigation diagram showing pages with indicative content.
   - the specific requirements of the website that you are addressing with your design (you must describe how you intend to ensure minimum download times and maximum visibility for your pages on search engines).

   THE DEADLINE FOR TASK 1 is 28th April 2014

   THE CLIENT WILL EVALUATE THE DESIGNS ON THE 29th APRIL AND THIS DEADLINE MUST BE MET WITHOUT FAIL.

2. Create first copy of all pages, following your design and following the requirements of the brief. You must:
   - build a set of working pages using HTML/CSS/Javascript
   - have navigation to all areas on all pages
   - include placeholders for all content that is being provided later

   THE DEADLINE FOR TASK 2 is 12th May 2014

3. Make a final version of your website
   - include meta tags for keywords and descriptions
   - proof read all content
   - include some graphics, animation and audio in your pages and fully test that these work
   - ensure that all HTML/CSS code is W3C compliant and print out the results of your testing
   - test all parts of all pages and record all changes you make as a result of this
   - upload your finished site to the college server for final testing and demonstration purposes

   THE DEADLINE FOR TASK 3 is 6th June 2014

4. Write a report explaining:
   - how and where you might host the site and why this is suitable
   - what might be a suitable sub-domain name for the new site (as it may run alongside the existing site)
   - the techniques you have used to reduce download time
   - the techniques you have used to optimise search engine visibility
   - how you implemented the interactive parts of the site and the software development tools you used throughout the project

THE DEADLINE FOR TASK 4 is 13th June 2014

5. Receive feedback from the client and document improvements you make in response to this. Write a report explaining:
   - what needs to be improved and how you would do this
   - how you will ensure that the site is secure
   - how you will ensure that the website can be found either with or without a search engine
   - how the site might be improved with the addition of Web 2.0 technologies in the future.

   THE DEADLINE FOR TASK 5 is 13th June 2014

Evidence Required:

A word-processed report covering all the requirements of the tasks as described above. Your report must have: a suitable title page showing the title, date and your name; section headings and appropriate diagrams; page numbers. The work for tasks 2 and 3 will be included in the report as diagrams representing your design and screenshots showing your completed website, which must be hosted on the college's student server for demonstration and testing purposes.

Sources of information

http://www.speakerscornertrust.org/
W3Schools website (reference and help on HTML5 and CSS3)
Moodle
http://wordpress.org (reference and help on using Wordpress)

This brief has been verified as being fit for purpose			
Assessor	Karen Scott		
Signature			
Internal verifier			
		Date	