

# BTEC Level 3 IT Unit 6 Assignment Writing Frame

## FULL

### Task A: Understand the principles of website development

*Select two different web sites and write an evaluation of them in which you compare and consider how the principles of website design have been used to create sites which are creative and perform well.*

*You should also consider how suitable the sites are for their intended audience and purpose and how they meet the client's (the site's owners) requirements and any positive or negative outcomes.*

**A1)** Compare the principles of website design used in two websites, including their suitability for the intended audience and intended purpose.

1. Introduce the two sites you will be evaluating.
2. explain the **purpose** of the website:
  - Content-based (Web 2.0 technologies), product and/or service-based, etc.
3. explain the **target audience** of websites:
  - social networker, seekers, gamers, buyers, age profile, gender
4. explain the **requirements** of the websites and how these are met:
  - User-friendly, consistent, navigational, customisable, flexible.
5. explain how the **principles of website design** are suitable for the intended target audiences of websites and intended purpose:
  - Usability, white space, site layout, accessibility, spacing, navigation, typography, alignment, clarity, consistency/intuitiveness, accuracy, content, media, simplicity.
6. How effective are **Media and objects**:
  - Position, colour, contrast, size, appropriateness.
7. Explain how **creativity and innovation** have been used:
  - Unconventional layouts, white space, 'outside of the box' thinking, golden ratio.
8. Explain how Search engine optimisation has been used:
  - Indexing (Meta tags), use of keywords, importance of updates, limiting crawling.

**A2)** Analyse how the principles of website design are used to produce creative, high performance websites which meet client requirements.

Use the textbook (and not the internet) to research the following concepts:

- Where scripts run (on the web server – server-side scripts, or the local client machine –client-side scripts).
- Browser compliance, e.g. which elements are supported by different browsers.
- Server-side factors, e.g. bandwidth availability, number of hits, file types.

Analyse how each of your chosen websites have utilised these concepts and if they haven't explain why

**A3)** Evaluate how the principles of website design are used to produced creative, high performance websites which meet client requirements

Decide the degree to which you believe the following principles of website design have been used to produce creative and high performance websites which meet client requirements by reviewing the websites. Include precise and detailed information and assess possible alternatives, bearing in mind their strengths and weaknesses if they were applied instead.

- Media and objects, e.g. position, colour, contrast, size, appropriateness.
- Creativity and innovation, e.g. unconventional layouts, white space, 'outside of the box' thinking, golden ratio.
- Search engine optimisation, e.g. indexing (meta tags), use of keywords, importance of updates, limiting crawling.
- Client-side factors, e.g. upload and download speeds, browser, cache memory, processor speed, interactivity.

# Task B: Design a website to meet client requirements

**B1)** Produce designs for a website that meet client requirements.

1. Understanding the business requirements:
  - What does the business want to achieve?
  - How much time, money and effort does it want to spend?
  - What timescales does it have?
2. Planning and developing content to be posted:
  - Where will content come from?
  - Will images, videos etc need to be sourced?
3. Understanding the target audience for the business:
  - Age, gender, interests, income etc
4. Create a design proposal, include the following elements:
  - Demonstrate you understand their problems with a Problem Statement;
  - Explain your Recommended Solution;
  - Explain the Benefits of your solution.
5. Provide two new design concepts for your proposed webpages/website.
  - a. **NOTE:** make sure to include visual aids to support your findings.

**B2)** Review the website design proposals with others to identify and inform improvements.

- Review the plan with your client/teacher;
- Record the feedback obtained.
- List all the improvements you need to make

**B3)** Justify the design decisions, explaining how they will meet the user's needs and be fit for purpose.

- Annotate your original plan justifying your choices and how it meet the business requirements
- Identify which interactive features will be included in your website and how they make your design fit for purpose.
  - o Form
  - o Roll over button
  - o Scrolling banner

# Task C: Develop a website to meet client requirements

**C1)** Produce a website for an intended audience and purpose.

- 1) Print screens of your whole site
- 2) Show evidence of client-side scripts used e.g. javascript

**C2)** Test the website for functionality, compatibility and usability.

Functionality – it does what you want it to do / works the way you want it to work

Compatibility – it works on different devices

Usability – other people find it easy to use

Test No	Purpose of Test	Test Data	Expected Result	Actual Result – screenprint(s)	Comments and Actions Taken

**C3)** Review the extent to which the website meets client requirements.

- Review how well your website compares to your initial plan;
- Outline any changes you had to make from the original plan;
- Justify why some changes were necessary.

**C4)** Optimise a website to meet client requirements.

For each item that you have produced explain how you have optimised it. Screenshot showing the before and after with some explanation of what changed.

For example:

- Any unnecessary text / formatting has been removed or added to make it easier to read from mobile mobiles/tablets etc,
- Images could be made smaller / some parts of the image has been removed so that the meaning of the image can still be understood if accessed from a mobile phone,
- Videos can be split / trimmed so that only the most important / most essential content is displayed and to ensure the download time is reduced by smaller file sizes.

**C5) Evaluate the design and optimised website against client requirements.**

- review how well your website compares to your initial plan;
- outline any changes you had to make from the original plan;
- justify why some changes were necessary.

**C6) Demonstrate individual responsibility, creativity and effective self-management in the design, development and review of a website.**

*Taking individual responsibility*

- Did the website development go according to plan? (if so how/ if not why not)
- Requesting pictures from your client

*Creativity*

- Demonstrate and explain how you were creative, original, and unique

*Time management*

- Explain how you managed your time effectively?

*Conclusion*

- If you could do all your coursework again, what would you do differently?