



Plan and Create a website

Competency: ICAA4142C Design a website to meet technical requirements

Course: 19007 Cert4 Web Design

Event No: 5/5

Weight: 100%

Date Due: Various

Teacher: Urshula Beere

Submit the following items:–

- Professionally prepared report and website design documentation.
- Completed static Website on a CD or copied directly to my USB with all source files
- Completed Website uploaded to a public web host
- Completed working WordPress theme

NOTE: You must satisfactorily complete all tasks in this assessment to be deemed competent in this unit and before additional grading is considered

Elements of competence:

- (EC 1) Define the technical environment
- (EC 2) Define the human computer interface
- (EC 3) Determine site hierarchy
- (EC 4) Design website

Instructions: Plan and Create a website

For this assessment you will be analysing a websites requirements and developing a design document. Then you will create a static working prototype of the website and then a WordPress theme. The design document may vary from the complete website and theme but **the changes need to be documented.**

This assignment should be done using a “real world” client but you can act as your own client but ensure that the documentation is presented as though the client was a separate person/entity.

Part A: Professional Report: (Element 1 & 2) Due week 5

Client and User needs analysis

- Develop an effective client questionnaire to identify the **business requirements**. The client questionnaire must contain a minimum of ten (10) questions and be constructed according the guidelines discussed in class. (you may have one from a previous unit or that you are preparing for another unit that you can submit here)
- Hold a meeting with the client to gather responses to the questionnaire. *Include questionnaire and answers with your assessment task.*
- Conduct a **market segmentation** to identify the sites **target customers**. You must identify at least three user groups. Write a customer profile for each user group.
- Identify content/ features/ online activities appropriate for identified user groups.
- Identify purpose and goals of the site (include an overview on how the sites monetary value can be measured by the client)
- Document theme/ metaphor/ concept of the website if applicable
- Include an overview of the proposed look and feel of site with reasons for your choice

ICAA4142C

Design a website to meet technical requirements

Part B: Design Document *(Element 3 & 4) Due week 6*

Website design documentation

Before you begin creating the website you must plan the visual identity and structure of the web site therefore you must create and submit the following:

- Detailed Storyboard for each unique page layout (this can be an image of the actual proposed layout- If every page will be structurally the same eg same banner and navigation then you will only need one)
- Physical Site map (Folder structure)
- Logical Site map (Navigation map)
- WordPress system requirements

Part C: Completed static website *(Element 4) Due week 8*

- The submitted website is expected to reflect your design document. How well it reflects the design document will affect your final grading for this unit.
- You must upload the completed website to a public web host and submit the final site and all source files for review to the teacher.

Part D: Additional site documentation *(Element 1) Due week 13*

- List of WordPress plugins you will be using
- Updated Physical Site map (Folder structure)

Part E: Completed WordPress theme *(Element 4) Due Week 15*

NOTE: Always keep a backup copy of your assignment. Loss of your assignment by either yourself or the teacher will not be accepted as a valid reason for non-submission or late submission.



STUDENT MARKSHEET and FEEDBACK

STUDENT NAME:	
Element Details	Element Competency
(EC 1) Define the technical environment Part A: Client and User needs analysis Part D: Additional Site documentation	<input type="checkbox"/>
(EC 2) Define the human computer interface Part A: Client and User needs analysis	<input type="checkbox"/>
(EC 3) Determine site hierarchy Part B: Design Document	<input type="checkbox"/>
(EC 4) Design website Part B: Design Document Part C: Completed website Part E: WordPress theme and updated site folder	<input type="checkbox"/>
<i>Competency in all elements and tasks must be achieved before grading criterion below can be assessed and you must satisfactorily complete all tasks/parts to be deemed competent in this unit</i>	Competent <input type="checkbox"/>
Credit Criteria <i>To achieve a credit grade your submitted work should display the following features:</i> <ul style="list-style-type: none"> • The completed website must match the design document to a high level e.g. only 10% difference • aspects of the completed website which were not documented must not make up more than 20% of the completed website • Website displays a high level of usability and meets accepted accessibility standards 	Credit <input type="checkbox"/>
Distinction Criteria <i>To achieve a distinction grade your submitted work should meet all the requirements for a credit grading and display the following features:</i> <ul style="list-style-type: none"> • The completed website and design documentation (documentation can be updated to reflect any changing requirements) must match 100% • The completed website must demonstrate a high level of originality and independent application of skills which enhances the website e.g. the inclusion of appropriate plugins which enhance the users experience or something similar 	Distinction <input type="checkbox"/>
Result (Possible Results: NYC- Not Yet Competent , AC- Achieved Competency, C- Credit , D- Distinction)	
FEEDBACK:	

**MARKING GUIDE EXPLANATION:**

To gain competency in this unit you must be declared competent for **all** elements of competence. Additional grading is awarded based on the following criteria:

Distinction:

- Demonstrates extensive skills to complete tasks
- Consistently demonstrates in-depth understanding of subject material
- Demonstrates at exceptional level the ability to transfer learning to tasks without guidance
- Demonstrates the ability to build on own research to achieve at exemplary levels
- Exceptional high level of presentation skills

Credit:

- Demonstrates some high level of understanding of skills to complete tasks
- Consistently shows a positive approach to mastering a task independently
- Demonstrated ability to consistently self assess to achieve outcomes to meet situation criteria
- Demonstrates high level research and analytical skills
- Demonstrates consistently a high quality with presentation of own work

Competency:

Student has demonstrated competency in all elements but has done minimal work and shows little technical proficiency with the media or subject matter.

MER More Evidence Required:

Students who have meet the requirements for competency may receive a MER result which means that they must resubmit with more evidence.

Resubmission penalty:

If your submitted work is not sufficient to qualify as “competent” then you *may* be given one opportunity to resubmit your work for remarking. The maximum mark awarded for a resubmitted assessment will be a competency grading.

Late submission penalty:

Your final grade will be reduced by one level for assessments handed in from 1 to 7 days after the due date. Assessments handed in 8 days or more after the due date will only be eligible to receive a result of competency.

Course Grading:

If this unit contributes to the course grading, a nominal mark is used to calculate the final course grade. The nominal mark is:

Distinction	88
Credit	75
Competent	61
Not yet Competent	44

Recognition of Prior Learning

If you have previous experience or qualifications that are relevant to these units you may choose to apply for recognition. For further information about recognition ask your teacher or head teacher.

Reasonable Adjustment

If you have a permanent or temporary condition that may prevent you successfully completing the assessment task(s) you should immediately talk with your teacher about reasonable adjustment.