

Assignment 1: Purpose and Features of Websites

Deadline: Week of 15:11:07

Student Name _____

Date handed in: _____

Grading Evidence

It is possible to achieve credits for the following from this assignment.

Grading Criteria	Tick	Date	Key Skills
P1. Describe, using examples, four different purposes of websites noting the construction features used by each one			C2, IT2,PS2
P2. Review, using examples, four different websites, noting whether they have achieved their specific purpose			C2, IT2,PS2
P5. Describe three different situations in which a web designer could be in breach of the law			C2, IT2,PS2
M1. Explain how designers use different construction features to help the user access information on websites			C2, IT2,PS2
M2. Identify and explain suggestions that could be implemented in order to improve at least two websites			C2, IT2,PS2
M3. Describe the use of interactive websites and what technique can be used to provide interactivity.			C2, IT2,PS2

Assignment Feedback (*with smart targets*)

Student Feedback

Internal Verifier Comments:

Signed: _____ Date: _____

Assignment 1: Purpose and Typical Features of Websites

TASK INTRO You are currently working as an image consultant in a local small recording label called 'Conclusive Rap' or 'C-Rap' for short. The company recently decided to expand their market to a global audience and attract new customers by going online with a new company website. Your MD (Managing Director) discovered that you used to work for a website design and development consultancy and has asked you if you would carry out some initial research, with the possibility of designing and creating the website in the near future. Although hesitant at first, you have decided to go for it.

TASK 1 You have been asked to give a presentation to provide management with some ideas about the purpose their website could have and what features it should use. Prepare a presentation for C-RAP that describes at least **four** different purposes websites can have, using examples of real websites to illustrate your points.

(P1 M1 M3)

- a) Select four websites, all of different types. State the purpose of each site. Include screenshots of each site, pointing out and explaining the construction features used. (P1)
 - b) For each of the four sites you chose above, explain how construction features help the user to find and use information. (M1)
 - c) Many websites are interactive. Explain what this means giving examples of techniques that can be used to provide interactivity on websites. Do you think any interactivity is required for the new C-RAP website? (M3)
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TASK 2 Having given your presentation, you now receive the following email from the MD.

(P5) *Hi*

I heard there are a number of different ways a website could break the law, but I am not sure what they are. I would be interested to know under what circumstances this could happen. Could you explain the laws relating to websites? We want to ensure the company website is completely above board and in compliance with current regulations.

Thanks!

- a) Reply to this email describing at least three different situations in which the law could be broken when creating a website. Please, ensure your reply is in the form of an attachment.
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TASK 3 C-RAP are happy with what you have told them so far but the MD telephones you and says:
(P2 M2)

Your presentation on the different purposes of websites generated a lot of interest but we need to have a little more confidence that you could provide the sort of website we need. We have seen a lot of websites which don't look good, but we can't really pin-point why they look bad. We would like you to show us some websites (of your choice), and explain what improvements you would make to the sites if you had the opportunity, this will help us judge if you know what you are talking about!

- a) In response to this request, write a review of the four websites you chose for task 1 or choose 4 different websites (of different types.) You should focus on the purpose of each website and explain if and how they have achieved their purpose. (P2)
- b) For at least two of the websites you chose, think about how the sites could be improved. Explain your ideas using screenshots and diagrams where appropriate. (M2)

WHAT YOU
NEED TO
HAND IN

FOR ALL THE PASS CRITERIA	
P1	Task 1a. Presentation describing four different types of websites and their purpose and a description of the construction features used for each site.
P5	Task 2a. Email describing 3 different ways a website could break the law.
P2	Task 3a. Review of four different websites, explaining if they have achieved their purpose.

FOR ALL THE MERIT CRITERIA	
M1	Task 1b. Presentation explains how construction features help the user to find and use information on each website.
M3	Task 1c. Presentation explains and give examples of techniques that can be used to provide interactivity on websites
M2	Task 3b. Review includes a section describing how two websites could be improved.

IT Key Skills Requirements – Activity 1

Within this assignment there are opportunities to provide evidence of the following key skills:-

Key Skills IT2.1.1 Select information relevant to the task

1. As part of your main assignment, you have been asked to describe *3 different ways a website could break the law*. Do you know all the different ways? Do you know about copyright laws as they apply to websites? Your task is to find out!

Using a search engine on the Internet, carry out a search to find out what you have to do to ensure your website does not break “**copyright laws**”.

- a. Produce one screenshot showing how well you used a search engine to carry out your task. Your screenshot must show that you used appropriate search terms and advanced search criteria such as *AND* or ‘<’, ‘>’ or ‘+’ and ‘-’.
- b. If you searched properly, the search engine would have given you lots of good results back telling you about “**copyright laws in relation to websites.**” Select the web page you think is most relevant and print it out. Use a highlighter pen to highlight the sections you think are the most important. Produce notes, justifying your choices.
- c. Your next task is to find some information on “copyright laws in relation to websites” from a **paper-based source**. Keep a copy of the information for your portfolio.
- d. Using the results of your research, open up a word processor and list all the different sources of information. Add a bibliography listing your sources. All documents must include your name in either the header or the footer.

IT Key Skills Requirements – Activity 2

Send and receive an email and attach a file

For your main assignment, you were sent an email requesting information on the different ways a website could break the law. Send a reply to this email with your explanation included as an attachment (in Word format.)

- *Print out the message you were sent*
- *Print out your reply (showing that you attached the document)*
- *Print out the attachment*