



## PROJECT BRIEF

**Web Authoring** – Creating a custom website for a client using Adobe Dreamweaver: HTML, CSS & Graphic Design.

This project requires you to scope, design and build a professional functioning website for a client. You are required to **source a client** (your client may be an individual / business / organisation) and work to their specification to produce the finished website.

You will create a **contract** and **discovery documentation** which will detail all of your client's needs and expectations which you will then deliver on. The finished website will be tested on a live server and must be fully compatible with all major web browsers. You will also provide your client with a **maintenance plan** to keep the website up to date and error free.

You must create (at minimum) an **8 page website**. Each page must contain text, graphics and navigation. Your site should feature both internal and external links. Your site should also include: JavaScript widgets, multimedia content and adhere to the principles of good website design in appearance, interface design and structure.

You will create this website using the WYSIWYG editor **Kompozer**. Graphical and design elements will be created using **Adobe Photoshop** or **GIMP**.

**FTP** will be carried out using **FileZilla**. Full compatibility testing will be carried out in **all major browsers** and known errors will be rectified using Adobe Dreamweaver.

### Evidence presented must include:

- Your (minimum) 8 page website and all associated files on USB
- Your preparatory documentation:
  - Website proposal documentation
  - Research documentation
  - Sketches exploring different website layouts
  - Final website wireframe sketch
  - Website navigational flowchart
  - Photoshop Mock-up(s)
  - Client scoping documentation
  - Client sign-off documentation
- An accompanying technical report describing the process of building your clients' website: detail any problems encountered and how these were overcome. (Use print screens to document the development of your website)
- Your report on error testing
- A critical reflection on the finished product; both positive and negative points
- Your maintenance proposal documentation

*I confirm that the material which I present for assessment is my own original work. If I have used material from any third party source to create this assessment I have cited this clearly in my bibliography. I understand that failure to do this may result in my violation the Institute's policy on plagiarism.*

*I have kept a copy of this assessment for my own records.*

**SIGNED:**

**DATE:**



Please use the checklist below to ensure that you use all of the required Mark-up, Tags, Selectors and Declarations when building your website. *Failure to include all required elements will result in a loss of marks.*

Your completed project must demonstrate proficiency in the following:

**Planning and Preparation** to include:

- Identify target market
- List site objectives
- Create site map and logical navigation solution
- Sketching of initial design concepts
- Identify tools for creation and maintenance of website including:
  - HTML and CSS
  - Graphics
  - Site Uploading
- Design a user interface for the specified target audience to include:
  - Contrast
  - Repetition
  - Alignment
  - Proximity

**Development of the website** to include:

- Text
- Images
- Multimedia
- Correct employment of HTML and CSS to include:
  - Correct HTML page structure
  - Use of current HTML tags
- Correct use of CSS to execute planned design of website to include:
  - Class and id as selectors
  - Font and text properties
  - Background properties
  - Positioning: absolute, relative, static, fixed, float
  - Borders
  - Padding and margins
- Site uploaded to a web server / local server
  - Use of FTP
- Test website functionality

**Future Planning** to include:

- Create maintenance guidelines to include the following:
  - Updating text on a webpage
  - Creating a new webpage
  - Inserting an image
  - Creating a link
  - Uploading content to a website