



Applied Information Technology AIT3A 2010

Number:

Teacher: Mr van der Tang

Production 1: Promotion Website		
Create a website to promote a small business. Preferably, your project should be based on a real small business.		
Assessment Item	Mark	
Planning (30)	Allocated	Maximum
Research		10
Annotated Design Sketches		10
Design Discussion		5
Paperwork (gantt chart, hardware & software, site map)		5
Production Portfolio (40)		
Banner		10
Design & Layout		10
Functionality		10
Effectiveness of content		10
Review (30)		
Journal		10
Survey instrument		10
Final report		10
Overall Mark	0	100
Weighted Mark	0	50
Comment:		

Assignment Details

Planning

Print out as a booklet with cover page and a footer on each page including – AIT3A Production 1 (Planning), CC number, page number.

1. Research – **10 marks** – There are two parts to your research. Firstly, you need to research a small, local business, preferably one that you have some sort of personal connection with. Find out about what the business does, who is employed, their contact details, profile their customers and any other relevant details. Record your findings in table form. Secondly, you need to research some design ideas from small business websites that already exist, keep a record of online designs and ideas that catch your attention, use a 3 column table with the following headings & content:
 - Date accessed
 - Url (hyperlinked)
 - Content (title, author, pictures, notes)
2. Annotated Design Sketches – **10 marks** – present a basic sketch of each page of your site, each of which must have comprehensive annotations with reference to the following:
 - Colour Scheme
 - Button Design
 - Font
 - Layout (don't forget page headings)
 - Graphics
 - Must have reference to principles & elements of design e.g. rule of thirds, balance, rhythm, contrast, colour, lines etc.
3. Design Discussion – **5 marks** – write a discussion of between 200 and 300 words explaining how your website will satisfy audience expectations. Refer to:
 - Content
 - Design
4. Paperwork – **5 marks** – include the following:
 - Gantt Chart (what needs to be done & by when).
 - Table of software (software used, justification for your choice, project file extension, export file extension)
 - Table of hardware (computer & peripheral devices)
 - Sitemap

Production Portfolio

1. Banner – **10 marks** – pay attention to the following:
 - Size is 770px by 95px (negotiable if you have the know how).
 - Must include the name and/or logo of the business.
 - Must show substantial of graphic manipulation.
 - Must be created in the spirit of the “corporate image”.

2. Design & Layout – **10 marks** – pay attention to the following:
 - Colour Scheme
 - Button Design
 - Can the viewer focus on specific elements of the site without being distracted by other elements?
 - Is the text easy to read?
 - Is there a balance between text and graphics?
 - Are all pages clearly labelled?
 - Are the major design elements consistent across the site?
 - Does each design element reflect something about the business?

3. Functionality – **10 marks** – pay attention to the following:
 - Are there enough pages to reflect the range of information needed to effectively promote a business?
 - Do all buttons work as expected?
 - Is the navigation consistent across the site?
 - You must include a pdf download which should open in a new tab.
 - Your home page must include a link to the survey instrument but not as part of your main navigation.
 - Have you created the required folder structure to ensure that your hyperlinks work effectively?

4. Effectiveness of Content – **10 marks** – pay attention to the following:
 - Will your content appeal to your target audience?
 - Does your website create a strong sense of the “niche” market your are appealing to?

Review

1. Journal - **10 marks** – keep regular entries in a Word document. Each entry must include:
 - What you have done.
 - Discussion of problems encountered.
 - Discussion of emerging solutions as well as problems solved.
 - Screen shots.
 - A cover page.
 - A footer with the following – AIT3A Production 1 (Journal), CC number, page number.

2. Survey Instrument – **10 marks** – use Google Docs
 - Create a survey instrument which can be accessed from a link on the home page of your site.
 - You are advised to use simple number scales to judge the efficacy of your design.
 - You must have between 1 and 3 questions which require respondents to express their ideas in a sentence.
 - To be eligible for top marks, you must make sure that your survey sample is sufficiently large i.e. don't just rely on your class members to provide responses.

- Include your survey instrument and spreadsheet of raw data in the Appendix of your final report.
3. Final report – **10 marks** – analyse the data you collect in a brief report.
- Describe the method you used to collect feedback.
 - Describe the feedback you received.
 - Analyse the feedback you received i.e. were responses positive or negative, were certain aspects of your site more positively received than others, were you able to determine how effectively you reached your target market?
 - Describe how you will improve your design in the light of the feedback you have received.
 - Your report must include a cover page including the title, author and date of the report.
 - You must include a page of content.
 - You must include a footer which includes - AIT3A Production 1 (Final Report), your CC number and page number.