

Knowledge Organiser

Creative Imedia – R085 Creating a Multipage Website

Target audience:

You need to know your target audience: Who are they? What kind of things do they do? What products do they use? How old are they? What are they interested in? The answers to these questions and many more will help you better understand the people you are designing for. Getting an understanding of these individuals helps you create with ease and make something you know will relate to them.

Asset table

An asset table is a list of all of the assets, images and information you have collected for the project - listing where you got it from and describing any legal issues with using it.

Planning

You will need to create a work plan which lists all of the tasks involved in the whole project. You then need to estimate how long each task will take and create a chart or diary to record how long they REALLY take to complete. Build in some contingency time in case things go wrong! Add this to the plan and explain why you had to use it if things don't go according to plan all the time.

Client Requirements

Your client is the person you will be working for. They will tell you what to plan, design or create for them. The Client will set out requirements that they want you to follow when you plan the project - eg: Purpose, Theme, Style, Genre, Content.



Scenario

Your client is a travel blogger called Angela, who uses social media to document her adventures as ange2050_travel. She does not yet have a website and thinks this would be a good addition to provide more information on the planned destinations for the next two years. The purpose of the website is to promote the travel blogs on Angela's travels to different destinations. Angela has a list of possible places to visit and updates a travel blog. Information on some of these locations will be needed for the new website: Iceland, Japan, New Zealand, Paris, Venice and Prague. Angela has asked you to develop a website which contains a minimum of five pages to help her to promote the travel blogs. The website pages should cover some (or all) of the destinations and may provide information on: Things to see and do, how to get there and when to go. The website must contain an appropriate navigation system and a consistent look across all pages. It should also contain a range of images, appropriate text and any other multimedia assets.

Legislation

You will need to write a couple of paragraphs focusing on Copyright Law. You need to include the following:
Copyright law in education – The law does not apply.
Copyright in Business – a company can be fined and asked to remove the material in question.

The purpose and component features of multipage websites

You need to describe the features of 5 websites and explain how these help the end user

- Navigation bar
- Roll Over
- Online form
- Hyperlinks
- Hot Spots
- Online basket
- Accounts
- Maps

You need to identify and describe:

- the devices used to access websites
- the methods which can be used to connect to the internet.

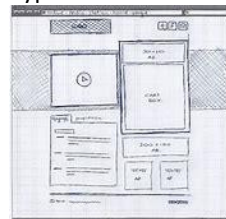
These could include

Smart Television
Laptop
Console
PC
Tablet/Mobile phone

Designs

A visual diagram which will show the following:

- Website layout
- Features
- Content
- Images
- Fonts
- Hyperlinks



Which resources will be needed to make your website?

Digital Camera
Internet
Computer System
Serif WebPlus
Serif DrawPlus – to edit the images
Pencil and Paper
Microsoft Word
Microsoft PowerPoint
Microsoft Excel

Tools and Techniques

You need to show evidence of the tools and techniques you have used:

- All features
- All Pages
- Evidence of exporting the website

Technical Compatibility

Your final website must meet the technical specification set by the client.
Five page website
Exported suitable for viewing on all web browsers