



Unit: Designing and Developing a Website

Assignment title: New Lane Running Club

SAMPLE

Important notes

- Please refer to the *Assignment Presentation Requirements* for advice on how to set out your assignment. These can be found on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You must read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensure that you acknowledge all the sources that you use in your work. These documents are available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You **must** complete the *Statement and Confirmation of Own Work*. The form is available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- Please make a note of the recommended word count. You could lose marks if you write 10% more or less than this.
- You must submit a paper copy and digital copy (on disk or similarly acceptable medium). Media containing viruses, or media that cannot be run directly, will result in a fail grade being awarded for this assessment.
- All electronic media will be checked for plagiarism.

Introduction

Running and jogging are popular forms of exercise. Running has many health benefits such as increased cardio vascular fitness, weight loss and improved mood. Joining a running club is a good way to get involved in the sport. Clubs can help runners structure and organise their training, help keep runners motivated, and provide a way to meet new people and make friends.

Scenario

New Lane Running Club is based in London in the United Kingdom. They are a running club for people of all ages and abilities. This includes complete beginners who are interested in running for fun, and experienced runners who want to improve personal bests and take part in competitions. New Lane Running Club is open two evenings a week (Tuesday and Thursday evenings) and organise runners into different groups that run different distances. The club also organise regular running events such as 10k races and half-marathons.

New Lane Running Club has approached you to develop a website that will promote the running club and gain them new members. They have the following basic requirements for the content of the website:

- **An about us page.** This will describe the club, its location and a brief history.
- **A Groups page.** This will describe the different groups within the club that people can join, such as beginners and intermediate. Each group runs different training routes covering different distances from three miles up to ten miles.
- **An events page.** This will describe upcoming events. This will include running events organised by New Lane Running Club, races organised by other clubs that athletes from the club will be taking part in, and also social events such as the New Lane Running Club Christmas Party.
- **A results page.** This will feature results from recent races New Lane Running Club athletes have taken part in.
- **A new member's page.** This will describe the costs of joining the club, and the registration and induction process that new members have to go through when joining the running club.
- **A gallery section.** This will feature images and accompanying brief descriptions from recent events.
- **A contacts section.** This will list the running club's contact details e.g. telephone numbers and location. This page will also need to feature an HTML form that users can complete to make enquiries about joining the club. Users will need to enter details such as their name, email address, age and level of running experience. They will also need to enter information about the type of enquiry they are making.

At this initial stage in the development process, you are required to make an HTML/CSS prototype of the website that will clearly show New Lane Running Club how the final website could work.

Content hasn't been provided. Suitable content can be found on the web e.g. images of people running. Use creative commons (<http://search.creativecommons.org/>) or Wikimedia Commons (http://commons.wikimedia.org/wiki/Main_Page) as a starting point to find content. Remember the content you include in your site must be licensed for re-use. Do not spend excessive amounts of time researching and gathering content. The purpose is

to provide a clear indication of how the final website could look and function. The client would provide the actual content at a later point if they are happy with the website you have proposed.

Task 1 – HTML (25 Marks)

The website must be developed using XHTML 1.0 Strict or HTML 5 and feature a minimum of SEVEN (7) interlinked pages. The website must feature the content described above and meet the following criteria:

- Feature between 7 and 10 HTML pages.
- Be usable in at least TWO (2) different web browsers. You should consult your tutor for guidance on the specific browsers and versions you should use.
- Be viewable on monitors with screen resolutions of 1024x768 without users having to scroll horizontally.
- Integrate and use a range of media appropriately.
- Embed functional multimedia components in your site.
- Demonstrate a good application of web design principles and be easy to navigate and use.

Task 2 – CSS (25 Marks)

Create a single external CSS file that specifies the design for the website. Each of the HTML pages must link to this CSS file. There should be no use of the style attribute or the <style> element in the website.

Task 3 – Test the Website and Write a Test Report (20 Marks)

You must use the W3C validation service (<http://validator.w3.org/>) to check your HTML and CSS code. You should attempt to remove as many non-compliant features as possible. Make sure 'show source' is selected and save the output from this tool.

Test the website using at least TWO (2) different web browsers. Record any significant differences between the rendering of the two browsers and attempt to diagnose the cause. You do NOT need to modify your code to correct any differences between browsers. Please consult your tutor for advice on the specific browsers you should use for testing.

Write a short report describing your testing. Provide a description of any outstanding problems and recommendations for fixing them.

The written part of your report should not exceed 500 words.

Task 4 – Critical Evaluation (30 Marks)

You are required to write a short report (500 words) analysing the website you have submitted. You should highlight the advantages and disadvantages of your website, suggest improvements, and propose ideas for further development. This analysis must include a discussion of the accessibility of the website and the ways in which the website has been designed to support mobile users.

You should also explain the:

- advantages and disadvantages of various types of multimedia file formats

- advantages and disadvantages of different types of multimedia elements in relation to different contexts

Additional Information for Clarification

Consult with your tutor/lecturer if you are uncertain about any aspects of the assignment. The website must be developed using XHTML 1.0 Strict or HTML 5 and CSS. No other technologies should be used. You do not need to write any computer programs for this assignment.

The purpose of this assignment is to show abilities in web design. Although you should be wary of needlessly adding features, websites that demonstrate a range of HTML features used appropriately have the potential to gain higher marks. For example, a form that features a range of different form elements applied in a useful and relevant way would generally score a higher mark than a simple form that only uses text boxes to gather data.

Submission guidelines

- A word-processed, printed document containing all the written components of the assignment (Tasks 3 and 4), signed and dated by your tutor/lecturer.
- A copy of all the word-processed material (Tasks 3 and 4) together with the website (Tasks 1 and 2) on appropriate media (CD, USB flash drive, etc.). Ensure that the web pages can be viewed directly from the submitted media. Do not submit any server-side code; it is not required for this assignment.

Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

Have you read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensured that you have acknowledged all the sources that you have used in your work?

Have you completed the *Statement and Confirmation of Own Work* form and attached it to your assignment? **You must do this.**

Have you ensured that your work has not gone over or under the recommended word count by more than 10%?

Have you ensured that your work does not contain viruses and can be run directly?