

BTEC Assignment Brief

Qualification	BTEC L3 National Diploma in Computing
Unit number and title	Unit 15: Website Development
Learning aim	A Understand the principles of website development
Assignment title	Unit 15 Assignment Brief 2016 – ICE Arena
Start date	14-10-2016
Deadline	11-11-2016
Assessor name	C Johnston

Scenario

ICE Arena is a large multi-purpose events arena situated on the outskirts of Coventry, within a short distance of the motorway network. It holds a variety of events from concerts to trade fairs as it's a very versatile complex.

The operations Manager of ICE Arena have asked you to produce a website that advertises a wide range of events and allows users to purchase tickets. The website should have a minimum of five pages, which should include:

- Details of at least 5 forthcoming events
- Multimedia advertising promoting the events
- Facilities which allow users to post feedback on shows
- A facility which allows users to buy tickets online

The completed website should be suitable for a wide audience due to the range of different events which the arena puts on and have a number of interactive features

Task

Find two similar commercial websites and produce a detailed report which for each site

- Explains the purpose and audience of the site
- Explains the use of design features within the site and the impact they have on users
- Compares the application of features used within the two sites
- Explain the suitability of the site for the identified audience and purpose
- Analyse how the user needs are met by the site: include specific examples of design techniques and features used
- Evaluate what overall impact the site will have on the organisation, including positive and negative outcomes

Produce a comparison of the two sites which gives a detailed analysis of how user needs and principles of website design impact on the design and development of a website.

Your report will be well structured and include examples to reinforce your explanations. Your use of written and oral communication and use of technical vocabulary will be assessed.

Checklist of evidence required

Completed report which examines the principals of web design used within two commercial websites



Criteria Covered

Unit / Criteria To achieve the criteria you must show that you are able to:

A.D1	Evaluate how the principles of website design are used to produce creative, high-performance websites which that client requirements
A.M1	Analyse how the principles of website design are used to produce creative, high-performance websites that meet client requirements
A.P1	Compare the principles of website design used in two websites, including their suitability for the intended audience and intended purpose

This brief has been verified as being fit for purpose

Assessor	C Johnston		
Signature	C Johnston	Date	10-10-2016
Internal verifier	R Dowey		
Signature	R Dowey	Date	24-01-2017