

# Sharing the road website

## Website design and development

| Achieved   | Merit  | Excellence   |
|--|--|--|
| Implement advanced procedures to produce a specified digital media outcome | Skilfully implement advanced procedures to produce a specified digital media outcome | Efficiently implement advanced procedures to produce a specified digital media outcome |

### Introduction

The focus of this brief is on the design and implementing of a website to assist young people who are learning to drive and who are interested in gaining a driver licence.

## Brief

### Conceptual Statement

There are many different kinds of road users, not just cars and other motor vehicles. Examples of these include pedestrians, cyclists and tractors.

### Design Brief

Create a website focusing on one (or two) 'other road users' and provide information that would be useful to someone who is learning the New Zealand Road Code, learning to drive and planning to sit their New Zealand Driver Licence.

Reference link: <https://www.nzta.govt.nz/resources/roadcode/about-other-road-users/>

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**NOTE:** If you use another website for the information, please paraphrase it (put it in your own words) AND reference the website. You should provide a link to the original source of the information on your page and write an entry in the references part of the evidence template. If work is plagiarised, you will not achieve this standard.

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## Design Specifications

### Webpage Functional Specifications

- Headings and paragraph tags used to organise information (web)
- External Style sheet used to control web page layouts (screen)
- Must have effective navigation

### Webpage Physical (Aesthetic) Specifications

- Design elements such as contrast, alignment, consistency, size/proportion must be used to enable readability and usability of text and media content

## What you should do next

Fill in the "Evidence" template as you work through this process

- 1 Create a wireframe using Pencil (or Word or Publisher) showing the colours and main areas of your website (ie: top banner / content / navigation / footer etc).
- 2 Take photographs of that will be relevant for your website and transfer them onto your computer. Alternatively, you can create your own pictures, but you must demonstrate Level 2 skills. Document the key parts of this process.
- 3 Edit your photographs / images. Document the tools and techniques used to create and edit any photos or background image(s) you use.
- 4 Document testing photography and vector / raster graphics, consider image size and type, compression and their effect on quality etc.
- 5 Document the tools (Graphics Applications etc) and techniques (HTML and CSS) used to develop website as specified in the brief specifications.
- 6 Apply Web Codes of practice to HTML/CSS, including code commenting and indenting, external style sheets, appropriate file and folder management.
- 7 Document testing of your website, consider display across multiple browsers and use HTML and CSS validation tools.
- 8 Evaluate your completed website.

## Evidence for Assessment

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To **achieve** in this standard students are required to provide evidence of:

- 1 Evidence of using tools and techniques to create original images
  - a Taking original photographs < screenshot to computer >
  - b Editing / resizing photographs < screenshot / description of how photo editing software was used >
  - c Saving images in appropriate format < evidence of optimising images for display on the web >
- 2 Evidence of using tools and techniques (HTML and CSS) to create web pages
  - a Planning website < printout of publisher layout >
  - b applying structural HTML markup < printout of sample HTML page >
  - c applying styling via external style sheet < printout of CSS file >
  - d applying file and folder management < folder/file structure >
  - e applying code commenting and indenting < printout of HTML page >
- 3 Evidence of testing website
  - a validating HTML and CSS < results from validation >
  - b checking browser display < results of display tests >
  - c checking reliability < link checking, proofing >
- 4 Evidence of source of text (if other websites / books have been used)  
< references >
- 5 Evidence of functional website
  - a transfer to web server < teacher sign-off >

You will be assessed on whether your website meets the specifications and the *manner* in which you go about implementing your techniques and testing.

- Your Accuracy in applying techniques and testing, as well as your level of independence (**Merit**) and
- The way you efficiently go about your task and efficiently apply techniques (**Excellence**) will also be assessed.