

Assignment

BB1753 Information Technology for Business

About

The ITB assignment requires the analysis, design and implementation of a small business website in semantic XHTML and CSS. It is worth 70% of the overall ITB grade. The design (or redesign) can be regarded as a prototype (5 to 10 web pages are sufficient – you are NOT expected to redesign a whole site).

It is an individual piece of work, which should be presented in the form of a report on the work undertaken, for the second week of January. Work will be submitted as a single Microsoft Word document with appropriate structure, layout, text, correctly sized images and HTML markup with CSS design. It is planned for work to be submitted through the ITB module digital drop box in studyspace.

The work is organised into several parts, where the outputs from each part are clearly specified.

Part One – Find a small company with a poor website

Use a search engine (or any other mechanism) to choose a small to medium business or organisation with a poor website. *Poor* here can mean badly designed, without semantic markup or an older site that doesn't use CSS correctly.

If you are studying a specialist degree (such as accounting or marketing) you could look for a small company in these areas – previous students have found websites belonging to a range of companies or organisations such as

<i>Dentists</i>	<i>Restaurants</i>	<i>Solicitors</i>	<i>Garages</i>
<i>Shops</i>	<i>Primary or Junior Schools</i>	<i>Language schools</i>	<i>Community centres</i>
<i>Groups or societies</i>	<i>Small law firms</i>	<i>Small marketing companies</i>	

Note that you DO NOT have to contact the organisation involved.

If you have any issues finding a website, or wish to discuss the viability of one you've selected then please talk to me about it in the lab.

What you need to do

In a Word document create a section called "About the Company" and write (at least) a 500 word summary detailing your choice

You should include

- The company or organisation name
- The URL
- An explanation of what the company does and/or its history (use material from the website)
- Images from the current website with explanations where necessary

Images should include screenshots of pages from the website or other imagery that is available that you think is appropriate (logos etc.) Images should be resized (do NOT start including images which are megabytes in size as this will make Word very sluggish). You can either use Paint (Windows) or Preview (Mac) for resizing.