



# SIXTH FORM INDUCTION WEEK

## Monday 2<sup>nd</sup> – Thursday 5<sup>th</sup> 2018

### SUMMER TASK - I.T.

#### **BTEC Level 3 National Extended Certificate in IT.**

#### **Unit 6 & 3: Website Development and Marketing Using Social Media**

**Task 1:** Investigate 5 businesses on different social media (Facebook, Twitter, google+, YouTube). Prepare a report; with screenshots, about the different content posted and the **methods that your businesses use to engage their audience.**

**Task 2:** In this unit, you will be developing a website in HTML and CSS with interactivity and multimedia for a specific purpose. You have to produce a report covering:

a. Explain what is HTML, CSS and the Box Method.

In order to build an attractive website, you need to understand what the Principles of Website Design. Your task is to research and explain in your own words, what they principles are and use screen shots of websites to explain how they are used purpose and audience.

b. Principles of Website Design

- White Space
- Page Layout
- Navigation - give a range of examples of the different types
- Accessibility - give a range of examples
- Consistency
- Media (videos, sound, animations)
- Interactivity (forms, quizzes, drag and drops, rollover effects)
- Explain the effectiveness of some media in terms of position of the page; colour used; contrasts with background; size (large, small) on page; and finally appropriateness for purpose and audience for the website.

c. Research and explain what is Client-side and Server-side when developing a website and any performance implications for websites.

d. Explain what a web browser is and HTTP and HTTPS.

All sources of information must be referenced and plagiarism is not accepted. Write in full sentences, and spell check and grammar check all your work.

**SUBMISSION DATE – THURSDAY 6<sup>TH</sup> SEPTEMBER 2018**