Create a Business Website Assignment

As an up and coming web designer, a company has approached you to design and fabricate a website for them. This company needs a new Website to improve their image. Will be redesigning a website for your chosen Business employer. Using Weebly for Education, design a website for your client.

* **You may decide which business/website you would like to use but you must base your business plan entirely on that particular site.**
* **All Parts of the assignment must be submitted to get a mark.**
* **Please provide the teacher with the link, username and password of the website**

Part 1 Plan your Business

* Create a business plan in Microsoft Word.

Make sure that you include the following points (Give as much information as possible)

* Type of business (sales, service, entertainment, band, club, team, etc.)
* Purpose of the business (What does your company do?)
* Location- Street, city, etc. (Should be fictitious unless you are working on a real website)
* Contact information- phone email (should be fictitious unless you are working on a real website)
* Type of location (rented office space, modern store etc.)
* Who is your target audience? Who are you advertising for?
* What products or services does your company offer?
* What are your business hours of operation?
* How many employees do you have? You must have at least 3. What specific positions will these employees hold?
* Why do you think your business will succeed?
* Identify the competition in your business area and location.
* Any other relevant information?

Business Proposal Website

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| --- | --- | --- | --- | --- |
| Category | 4 | 3 | 2 | 1 |
| Organization | Information is very organized with well-constructed paragraphs and subheadings.  | Information is organized with well-constructed paragraphs.  | Information is organized, but paragraphs are not well-constructed.  | The information appears to be disorganized.  |
| Amount of Information | All topics are addressed and all questions answered with at least 2 sentences about each.  | All topics are addressed and most questions answered with at least 2 sentences about each.  | All topics are addressed, and most questions answered with 1 sentence about each.  | One or more topics were not addressed  |
| Content and information  | Students have included all of the required information and content, and have gone beyond to include additional text and/or information that contribute to the overall quality of the document.  | Students have included most of the required information and content with some omissions. OR The students did not include additional text or information to enhance the quality of the document |  | Several required areas of information have been omitted.  |
| Mechanics | No grammatical, spelling or punctuation errors  | Almost no grammatical, spelling or punctuation errors. (1-2 Errors) | A few grammatical spelling, or punctuation errors. (3-4 errors.)  | Many grammatical, spelling, or punctuation errors. (5 or more errors.)  |
| Professionalism | The final outcome of the document looks "fit for the shelf."  | The final outcome of the document looks fairly good, but the document could use some minor improvements  |  | The document looks unprofessional and needs major revisions and improvements. |

Part 2 Plan your website

* Use Word to create a **hierarchy chart** of your website – it should show the title of each page, and list the contents of each page (This will be as you find it on their website)

Your **Home Page is the introduction you your business and it should contain the following**

* Business name
* Business location, contact information and hours
* A Graphical logo and an Advertising slogan (Design it yourself)
* Something to “Catch” their attention
* Carefully selected graphics
* Business owner (fictitious), web author and date created

**Keep in mind the following when planning the content of your other pages:**

* What is the purpose of your website (to advertise, to sell, information?)
* What do you need to include in your website to appeal to your target audience?
* What can you use to catch people’s eyes?

**Sample Hierarchy Chart**



**Once you complete Parts 1 and 2 of the assignment, please include your word documents as a link in your Website.**

**Points to include in your Webpage:**

* **You need to have one home page and five (5) other pages. Make sure this is reflected in your hierarchy**
* **Make sure you have a logo. Design this in either Microsoft Word or Paint.**
* **Copies of your work completed in Microsoft Word.**
* **Make sure that your business is fictitious.**
* **Please include four elements found on the left hand side of the Weebly menu. This can include:**
	+ **File**
	+ **Calendar**
	+ **Slideshow**
	+ **Poll**
	+ **Survey**
	+ **Map**
	+ **Contact Form**

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| --- | --- | --- | --- | --- |
| **Category** | **4** | **3** | **2** | **1** |
| **Background**  | Background is exceptionally attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability.  | Background is attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability.  | Background is consistent across pages and does not detract from readability.  | Background detracts from the readability of the site.  |
| **Color Choices** | Color choices form a pleasing palette, do not detract from the content, and are consistent across Pages | Color choices do not detract from the content, and are consistent across pages.  | Color choices detract from the content  | Color choices make the content hard to read or otherwise distract the reader.  |
| **Fonts**  | Excellent choices.  | The fonts are consistent, easy to read and point size varies appropriately for headings and text.  | The fonts are consistent and point size varies appropriately for headings and text.  | Font sizes and/or styles are difficult to read and detract from the site |
| **Graphics** | Graphics are related to the theme/ purpose of the site, are thoughtfully cropped, are of high quality and enhance reader interest or understanding  | Graphics are related to the theme/purpose of the site, are of good quality and enhance reader interest or understanding.  | Graphics are related to the theme/purpose of the site, and are of good quality.  | Graphics seem randomly chosen, are of low quality, OR distract the reader.  |
| **Spelling and Grammar** | There are no errors in spelling, punctuation or grammar  | There are 1-3 errors in spelling, punctuation or grammar.  | There are 4-5 errors in spelling, punctuation or grammar.  | There are more than 5 errors in spelling, punctuation or grammar  |
| **Content** | The site has a well-stated clear purpose and theme that is carried out throughout the site.  | The site has a clearly stated purpose and theme, but may have one or two elements that do not seem to be related to it.  | The purpose and theme of the site is somewhat muddy or vague.  | The purpose and theme of the site is somewhat muddy or vague.  |
| **Layout**  | The Web site has an exceptionally attractive and usable layout.  | The Web pages have an attractive and usable layout.  | The Web pages have a usable layout, but may appear busy or boring. It is easy to locate most of the important elements.  | The Web pages have a usable layout, but may appear busy or boring. It is easy to locate most of the important elements.  |
| **Navigation**  | Links for navigation are clearly labeled, consistently placed, allow the reader to easily move from a page to related pages (forward and back), and take the reader where s/he expects to go. A user does not become lost.  | Links for navigation are clearly labeled, allow the reader to easily move from a page to related pages (forward and back), and internal links take the reader where s/he expects to go. A user rarely becomes lost  | Links for navigation take the reader where s/he expects to go, but some needed links seem to be missing. A user sometimes gets lost  | Some links do not take the reader to the sites described. A user typically feels lost.  |