

Task 3: web design and development (part A)

A baby shop requires a web page to promote its products. The web page should contain the following elements:

- ◆ A page title containing the shop's name 'Babylicious'
- ◆ Four different sections:
 - the company logo, name, address and telephone number
 - information about feeding products and an external link to baby food recipes
 - information about baby furniture with an interactive photo
 - information about toys and gifts, and a video of one of the toys being played with

3a State two functional requirements for the web page.

Functional requirement 1	
Functional requirements could include any two of the following for 1 mark each: The website should:	
<ul style="list-style-type: none">• display the company logo• display the company name• display the company address• display the company telephone number• display information feeding products• include a external link to recipes• display information on furniture products• display an interactive photo• display information about toys• display information about gifts• show a video of a toy in use	(1 mark)
Functional requirement 2	(1 mark)

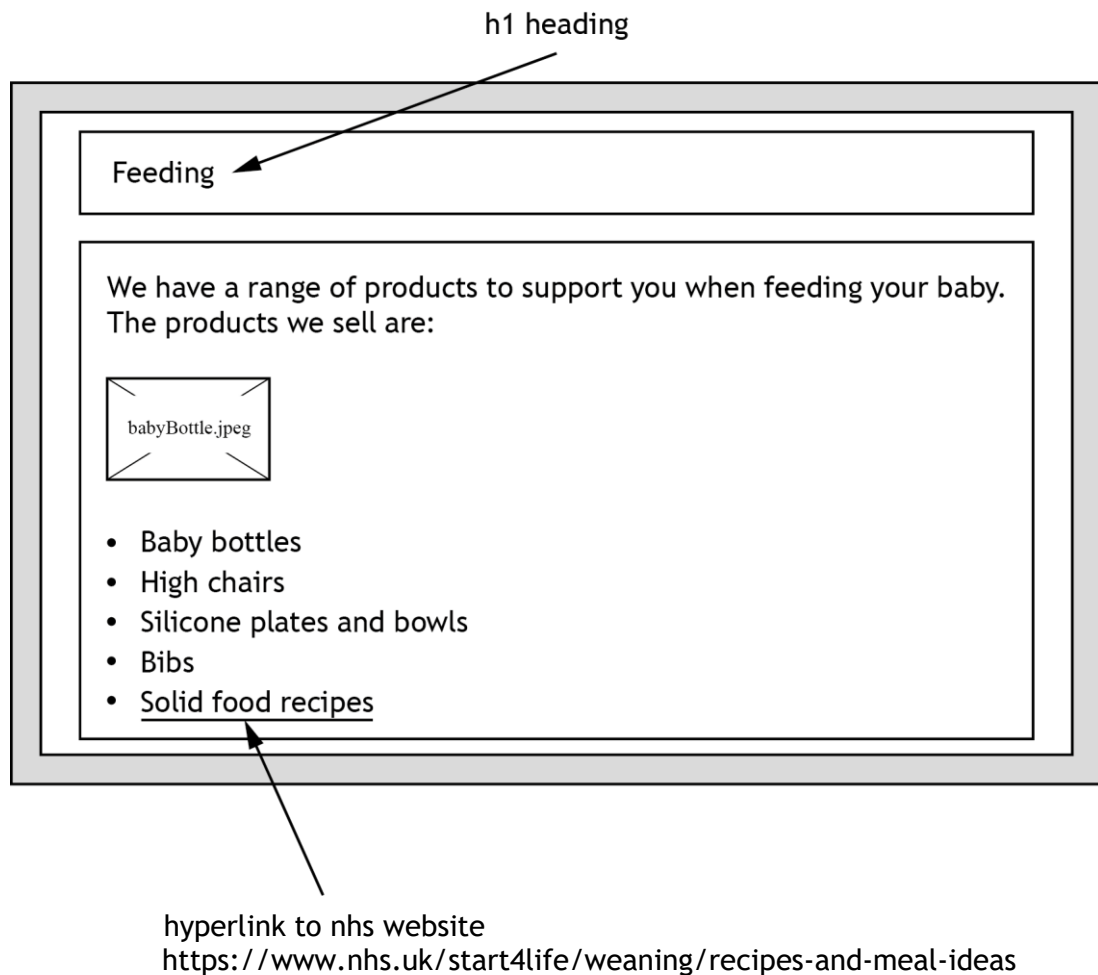
- ◆ Check your answers carefully, as you cannot return to part A after you hand it in.
- ◆ When you are ready, hand part A to your teacher or lecturer and collect part B.

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Task 3: web design and development (part B)

3b Open the babyshop.html file in both a web browser and HTML editor.

A wireframe design for the feeding section is shown below.



Implement the wireframe design for the feeding section using HTML and style the page using CSS as follows:

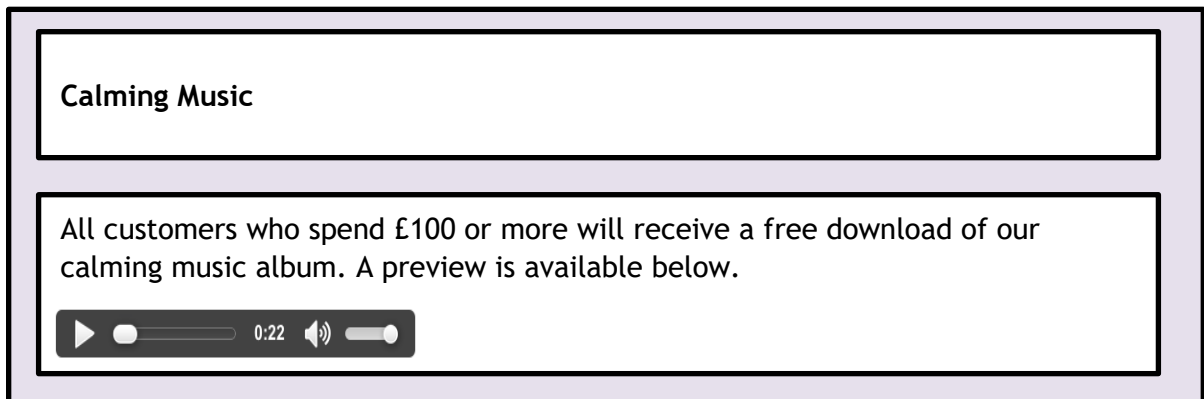
- ◆ The page background should be the colour palegreen (#98FB98):
 - the top section should have the background colour lightyellow (#FFFFE0)
 - all other sections should have a background colour lightblue (#ADD8E6)
- ◆ The size of company logo is 648px by 136px:
 - all other images are sized 320px by 240px
- ◆ The font for all text should be Calibri and the colour darkblue (#00008B).
- ◆ The text size of the paragraphs should be size 14px.

Your teacher or lecturer will provide you with a folder containing the required files.

(7 marks)

3c The shop wants to promote a free music download to eligible customers.

The design for the promotion is shown below.



Edit your HTML file to implement this change.

(1 mark)

Print evidence of the following:

- ◆ HTML and CSS code.
- ◆ Web page as viewed in a browser.

3d Functional requirements for the web page are shown below.

The web page should include:

- ◆ the company logo, name address and telephone number.
- ◆ a list of furniture products for sale, including one photo of a furniture product. The photo of the baby furniture should be interactive.
- ◆ images of toys for sale, with a description of each toy. A video of a toy in use should be included.
- ◆ a list of feeding products and a picture of one feeding product.
- ◆ details of a free gift available for orders over £100. A sample of the free gift should be included.
- ◆ a feeding section containing a link to recipes on the NHS website.

Evaluate your web page in terms of fitness for purpose against these criteria.

(2 marks)

One mark each for:

- The website is not fit for purpose
- The toys do not have descriptions

3e Describe how JavaScript has been used to make the web page interactive.

(1 mark)

One mark for:

The (furniture) image changes when the mouse is moved over it

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- 3f The finished web page was shown to customers. A comment from the feedback is shown below.

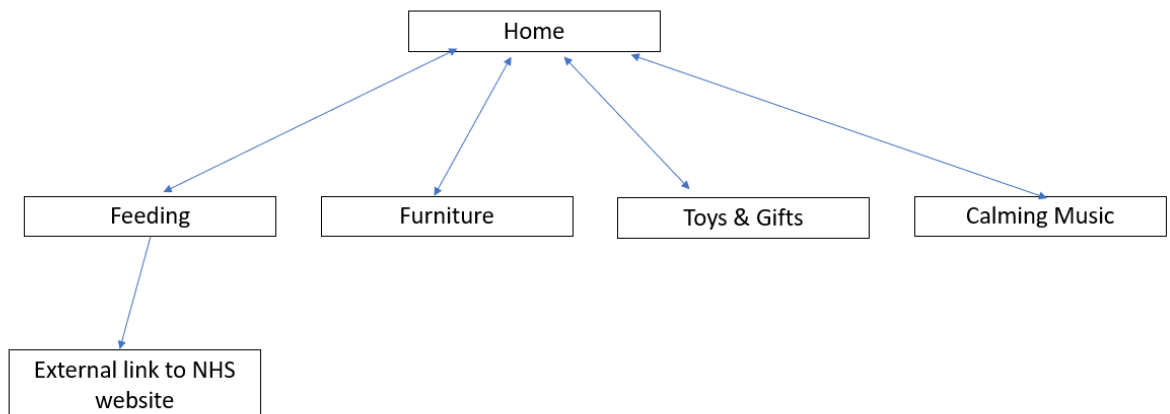
“There is a lot of information on a single page. It is hard to spot what you are looking for quickly.”

Create a navigational structure diagram to show how the web page could be split into different pages, showing all links.

(2 marks)

One mark each for:

- Home page with links to the other appropriate separate pages (feeding, furniture, toys & gifts, calming music)
- Clear external link shown from feeding



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