

KEY STAGE 3

WEBSITE DESIGN & HTML



SAMPLE DOCUMENT FOR EDUCATORS

***NB Includes snapshots of Student Booklet,**

Teacher Educator Booklet & PowerPoint

**Full Student booklet 26 Pages, PowerPoint 69 Slides
(animated), Educator Booklet 19 Pages (includes guidance and
example answers to key questions)**

COURSE LEARNING OBJECTIVES

Overall Course Aims:

- Understand the fundamental background knowledge required for web design
- Develop an interest and enjoyment of coding
- Understand and appreciate some of the legal considerations required when building a website
- Learn the key terminology associated with web design
- Gain new practical skills that can be applied to a real-life scenario for a business and be useful for future employment
- An opportunity for young people to be creative and develop entrepreneurial skills through a practical project
- Provide a good foundation for students who move on to study GCSE IT/Digital Technology & Computer Science

Content Knowledge:

- The Internet, The World Wide Web and key terminology
- Key Legislation including: GDPR, Copyright, Computer Misuse, E-Commerce
- Website Structures, Features and Tools
- Effective Web Design
- Website Management and Search Engine Optimisation
- HTML and Key Tags

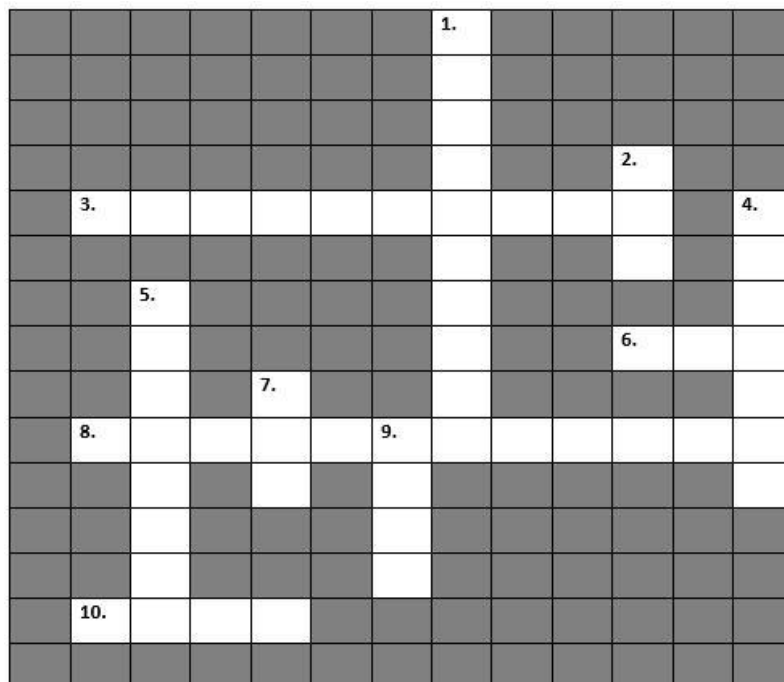
Skills:

- Setting up a basic website structure and use of key tags
- Adding colour, styles and formatting
- Inserting hyperlinks, lists and tables
- Adding images and videos
- CSS Stylesheets
- Storyboarding and Project

Lesson 1: Introduction to the Internet & The World Wide Web



Task 1: Crossword Challenge



1. Every website viewable to the public needs a recognisable one
2. You need to have this to access the Internet
3. Web pages are interconnected in this way
4. You must use one of these to view, downloading and uploading material
5. A global system where computer networks can connect to each other
6. A webspace containing a collection of websites
7. Otherwise known as the web address
8. Used to search the internet to find relevant websites and web pages matched to the criteria entered
9. A communication protocol used to transfer information over the internet
10. Web pages are formatted in this language

Lesson 3: Effective Web Design

Task 2: Evaluate a website of your choice using the following criteria:

*When evaluating you will consider both strengths and weaknesses and provide reasons for your answers

PURPOSE OF WEBSITE	THE MAIN TARGET AUDIENCE
<p>NAME OF KEY WEB HYPERLINKS LISTED ON THE MENU BAR / APPROXIMATE NUMBER OF WEB PAGES ON THE WEBSITE</p> <p>e.g. <10, Up to 50, >50</p>	<p>HOW WELL YOU THINK THE WEBSITE MEETS ITS PURPOSE</p> <p>*Consider suitability of content, relevancy of images, use of language and tone etc.</p>
<p>ACCURACY AND TRUSTWORTHINESS OF CONTENT</p> <p>Consider facts, statements, reviews, security of site</p>	<p>CONSISTENCY OF DESIGN, NAVIGATION, COLOUR SCHEME ETC.</p>
<p>DOES THE WEBSITE GIVE THE PERCEPTION OF BEING KEPT UP TO DATE?</p>	<p>OTHER FEATURES USED TO ENHANCE THE WEBSITE</p> <p>e.g. Forms, Video, Animation, E-Commerce, Links to Social Media</p>
<p>HOW EFFECTIVE YOU THINK THE WEBSITE LAYOUT IS e.g. integration of text and images, white space</p>	<p>EASE OF USE i.e. navigation, search facilities, finding information</p>
<p>ACCESSIBILITY FOR THOSE WITH DISABILITIES OR LEARNING DIFFICULTIES e.g. clear difference between background and foreground colours, clear spacing and grouping of content, facilities to allow user to increase text and/or images, consistent navigation, grouped content</p>	<p>OPTIMISATION i.e. how quickly web pages and other features such as images, videos, pdf documents open and/or download.</p>

Use the Evaluation Sheet on page 9 to complete this activity. This is an important task to do as a learner web designer because it will influence the design of your future websites!

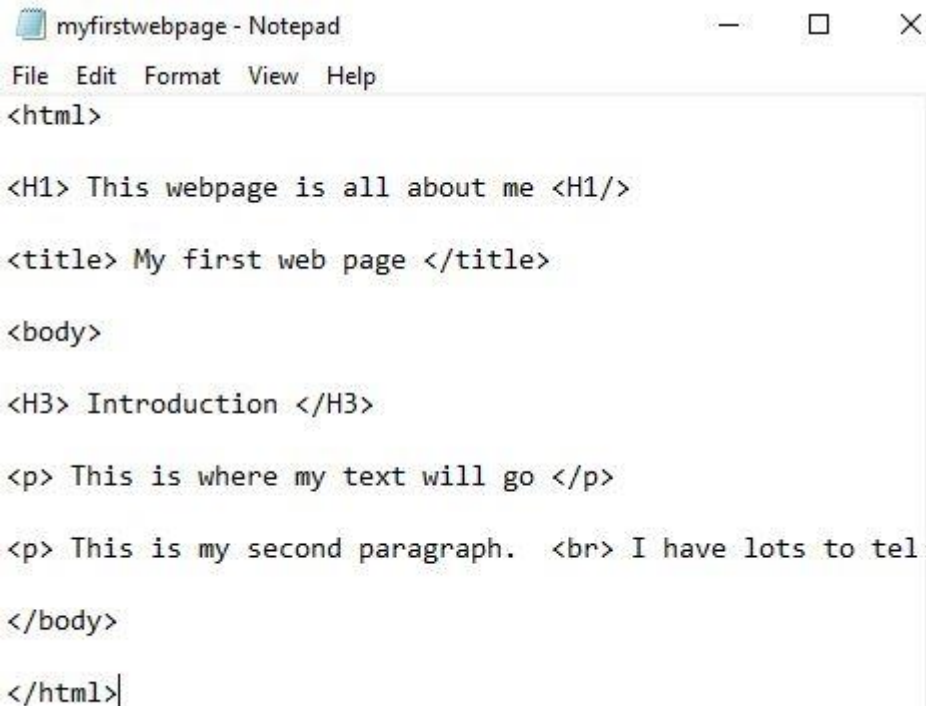
Lesson 5: Let's get coding!

TASK 1: YOU ARE A WEB DESIGNER and you have landed your first interview with **GO2Educate!** As part of the interview you have been tasked to **CREATE AN ABOUT WEB PAGE FOR A FAMOUS CLIENT** e.g. movie star, YouTuber, sports personality. You can choose who that client is! Your first task is to plan out the code on the next page to include the following information as requested by your client AND GO2Educate.

1. Client Name and explanation as to what they are famous for!
2. Client Childhood and the lead up to how they became famous
3. Client top tips on how to succeed in their area of expertise

Within your about page I want you to ensure you use the following html tags: html, title, Heading/s, body, paragraphing AND comments.

A reminder of the code structure can be found below:

A screenshot of a Notepad window titled 'myfirstwebpage - Notepad'. The window contains the following HTML code:

```
<html>

<H1> This webpage is all about me <H1/>

<title> My first web page </title>

<body>

<H3> Introduction </H3>

<p> This is where my text will go </p>

<p> This is my second paragraph. <br> I have lots to tel

</body>

</html>
```



INSERT YOUR WEB CODE PLAN BELOW

TASK 2: Open a new document in Notepad – set up your web page.

***Remember my top tips regarding naming the web page with a .html extension**

Once save RH click and open with a browser to see how it looks!

KEY STAGE 3

WEBSITE DESIGN & HTML



EDUCATOR BOOKLET & ANSWERS TO KEY TASKS

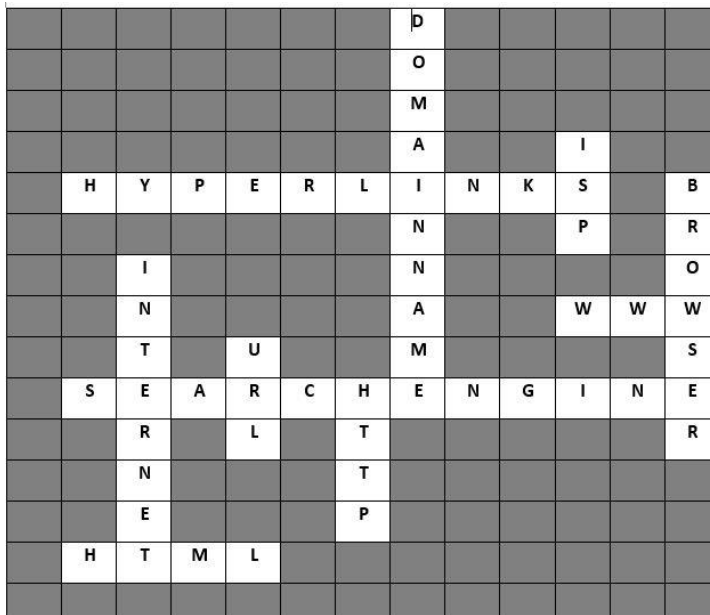
Web Design & HTML

SCHOOL USER LICENCE

Lesson 1: Introduction to the Internet & The World Wide Web



Task 1: Crossword Challenge



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COMPONENTS OF A URL ADDRESS

Address bar

This allows the user to enter the web address or URL of the website they wish to visit. A URL is a **Uniform Resource Locator**. This is another name for the website address. For example the URL for the BBC website is <http://www.bbc.co.uk/>.

Component	Title in full	Explanation of its function
http://	Hypertext Transfer Protocol	This is known as a scheme, indicating which protocol to use
www.bbc.co.uk	World Wide Web-BBC Company United Kingdom	This details the host name and web address - the IP address is a number that is usually hidden in the code. The .co indicates that it is a company. Other web addresses may have others such as .org for organisation or .sch for school. The .uk indicates the country.

CAN YOU THINK OF ANY OTHER ENDINGS AFTER THE KEY DOMAIN NAME YOU MAY HAVE NOTICED?

INTERNET SERVICE PROVIDER (ISP)

- An Internet Service Provider (ISP) is required to access the Internet. Individuals and Businesses usually pay the ISP on a monthly basis to have access to the Internet and a range of other services. Examples of ISPs include: BT, Sky.
- If you don't already know, find out who your internet provider is! Ask your parents/guardian what other services they provide.



INSERTING IMAGES

ADDING AN IMAGE

``
Eg. ``
***Some royalty free images are available on <https://www.pexels.com/> and <https://unsplash.com/>**

RE-SIZING AN IMAGE

`width="200" height="200">`

***Re-sizing an image may distort it, so it may be wise to re-size using image editing software before inserting it.**



ADDING A VIDEO TO YOUR WEBSITE

- Multi-media has become very important today to engage your audience and will help to bring website to life

INSERTING A VIDEO IN BASIC NOTEPAD

```
<video width="300" height="150">
<embed src="PATHWAY LOCATION" type="video/mp4">
</video>
```

*NB Code for Notepad 5 may be slightly different –
<video width="300" height="150" controls>
<source src="PATHWAY LOCATION" type="video/mp4">
</video>



STUDENT ACTIVITY:
ADD SOME ADDITIONAL FEATURES TO YOUR WEB PAGE!