

MDarzins 1909722 Web A4023

Assignment

by Martin Andrew Darzins

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1 ACKNOWLEDGEMENTS

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2 TABLE OF CONTENTS

1	ACKNOWLEDGEMENTS.....	II
3	INTRODUCTION.....	1
3.1	AIMS.....	1
3.2	OBJECTIVES.....	1
4	TASK 1 – WEBSITE	2
5	TASK 2 – REPORT.....	2
5.1	INTRODUCTION	2
5.2	REQUIREMENTS.....	2
5.3	IMPLEMENTATION	2
5.3.1	<i>Screenshots</i>	<i>3</i>
5.3.2	<i>Validation & Results.....</i>	<i>10</i>
5.4	EVALUATION – GENERAL.....	12
5.4.1	<i>Usability & User Experience (UX)</i>	<i>12</i>
5.4.2	<i>Accessibility</i>	<i>13</i>
5.4.3	<i>Search Engine Optimisation (SEO).....</i>	<i>13</i>
5.5	EVALUATION - SPECIFIC MT SPA RELATED RESULTS	14
5.5.1	<i>Usefulness</i>	<i>14</i>
5.5.2	<i>Accessibility</i>	<i>14</i>
5.5.3	<i>SEO – ONPAGE</i>	<i>15</i>
6	REFERENCES.....	17
6.1	IMAGES	18
6.2	ABBREVIATIONS	18
7	REPORT PLANNING METHODOLOGY.....	19
8	APPENDICES.....	20
8.1	HTML	20
8.2	CSS	21

Figure 1: Wireframe for <i>MT Spa</i> website	2
Figure 2: Screenshot - Overview	3
Figure 3: Screenshot - Home	4
Figure 4: Screenshot - About Us	5
Figure 5: Screenshot - Services.....	6
Figure 6: Screenshot - Benefits.....	7
Figure 7: Screenshot – Contact	8
Figure 8: Screenshots - T&C's and COVID	9
Figure 9: Screenshots - Treatments.....	9
Figure 10: Validation - HTML	10
Figure 11: Validation - CSS.....	11
Figure 12: Mobile Friendly.....	16

3 INTRODUCTION

3.1 Aims

The aim of this report is to demonstrate a systematic understanding and application of the fundamental concepts, technologies and standards required for building and rendering web pages, in relation to the task set of creating a website.

3.2 Objectives

Along with the designed web pages, HTML (Hypertext Markup Language) and CSS (Cascading Style Sheets) codes, the report will detail various definitions, requirements, implementation, validation and evaluation activities, including a summary of the accessibility, usability and Search Engine Optimisation (SEO) of the created website.

4 TASK 1 – WEBSITE

Please refer to the separately submitted (zipped) file, which contains the individual website folders/files for; images, documents, CSS and HTML codes utilised throughout this website.

5 TASK 2 – REPORT

5.1 Introduction

Despite Will Rogers informing us that “*Advertising is the art of convincing people to spend money they don’t have, for something they don’t need*” [1], this website, by effectively presenting and communicating the services available to our potential customers, increases the awareness and benefits of our different types of therapies, treatments and facilities. Thus, providing essential relief to those suffering from impediment/injury and increasing Company profits via additional bookings by converting more website visits into sales through the use of website CTA (Calls to Action).

5.2 Requirements

The created website relates to a fictitious business, offering Massage, Therapy and Spa facilities (*MT Spa Ltd*) to the general public. The contents of this report will detail the website home and landing pages, to highlight the Services (treatment and holistic) options available, along with Company Team member, therapy Benefits and Contact/Payment details. The targeted clientele being affluent mainly ageing adults and those suffering from injury/illness; however, *MT Spa Ltd* welcomes all who require the facilities for purely relaxation purposes.

5.3 Implementation

After determining the website theme, to aid the design and planning activities a wireframe (two-dimensional illustration of a page's interface) was constructed, in order to visualise the overall look, space construction and content priority/hierarchy.

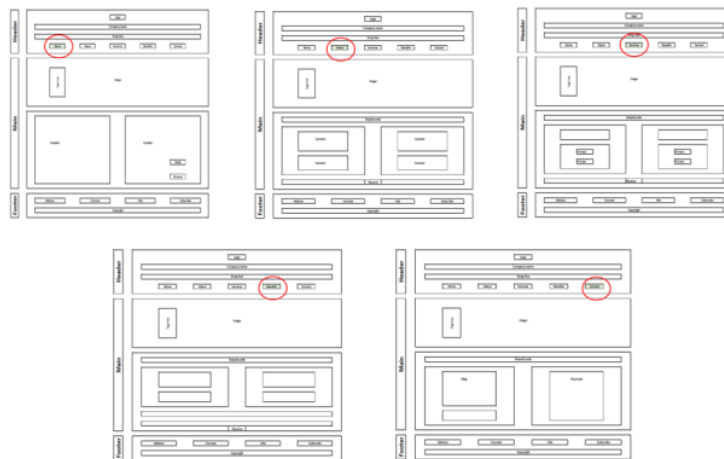


Figure 1: Wireframe for *MT Spa* website

5.3.1 Screenshots

In order to meet the *MT Spa* concept, the following: Home, About Us, Services, Benefits and Contact/Payment pages were developed.

Incorporated into each page is the ability to connect with previous (breadcrumb) and latter (navbar) elements of the website, along with various links to offsite pages, relating to:

- Enquiries/Contact
- Social Media (Facebook etc)
- Terms & Conditions of Sale and COVID compliance
- Newsletter Subscription
- Reservations
- Pricing and Package Details
- Responsive Location Map
- Credit Card Payment Facility

Resulting overview of website pages developed:

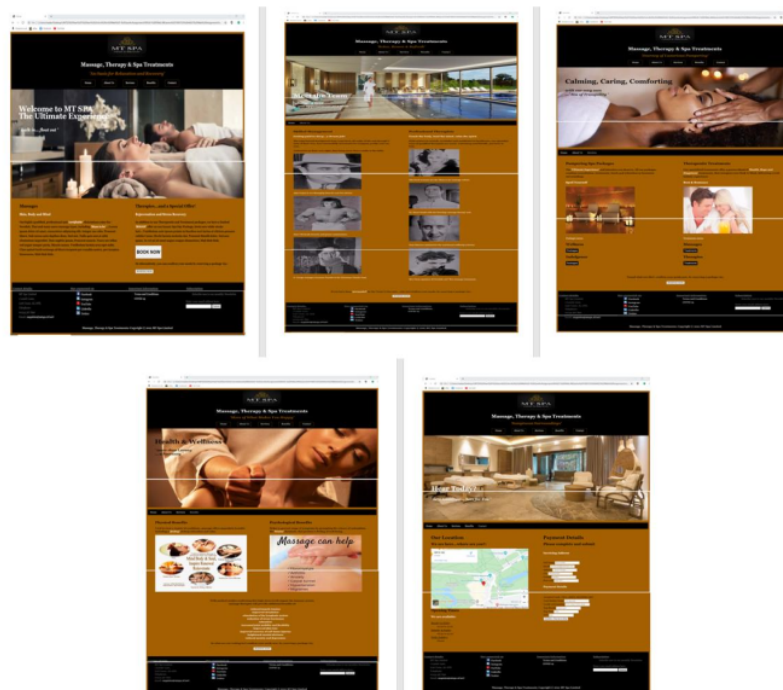


Figure 2: Screenshot - Overview

Maintaining an overall theme of opulence, by keeping to warm, rich colour tones throughout, standardising on font-family (Georgia), layouts, positioning and media/communication techniques.

Standardising logos throughout document and links help maintain Company ethos/branding.

5.3.1.1 Home page (index.html) for MT Spa Ltd

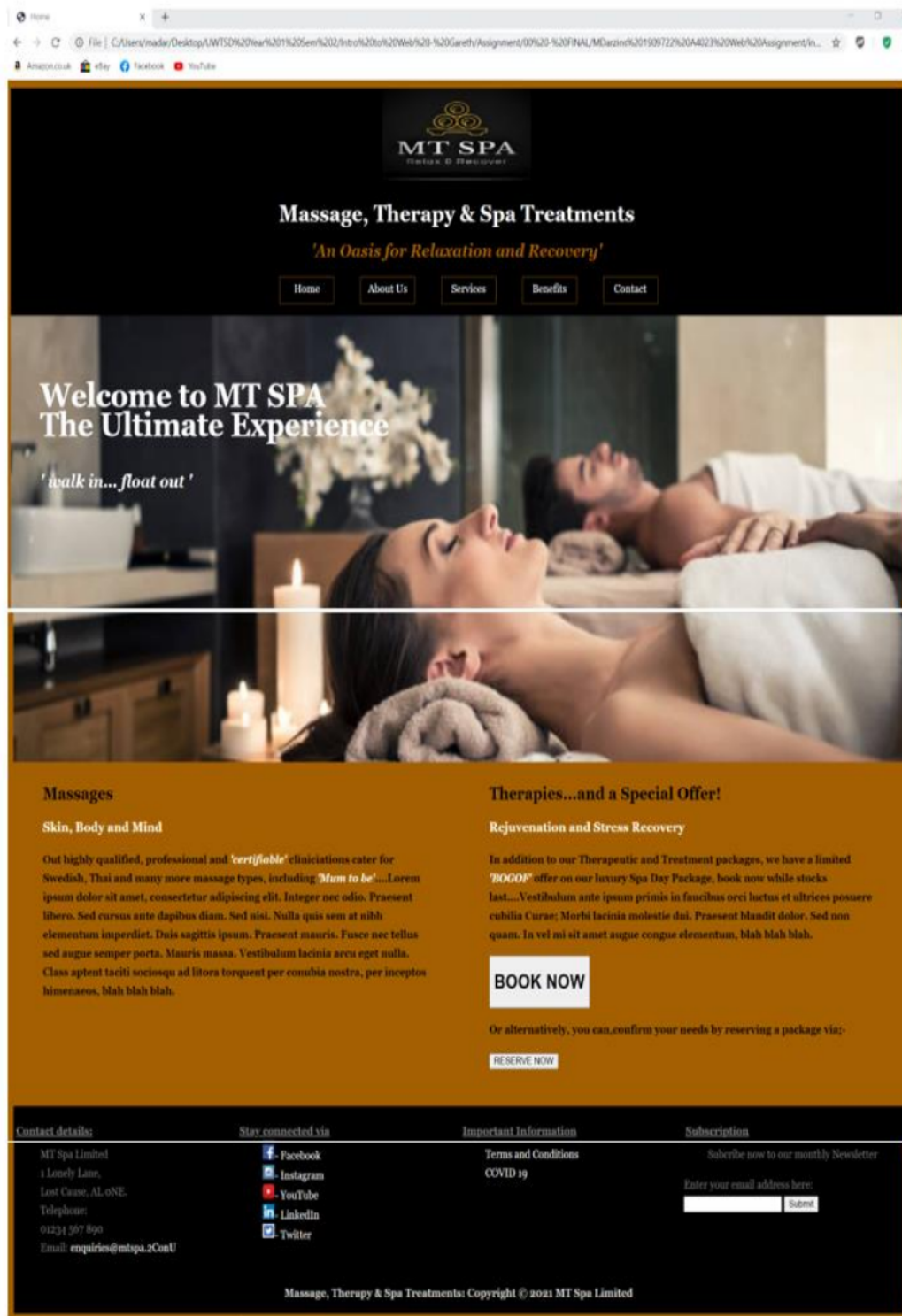


Figure 3: Screenshot - Home

5.3.1.2 About Us (Team at MT Spa)



Figure 4: Screenshot - About Us

5.3.1.3

Services (Treatments available at MT Spa)

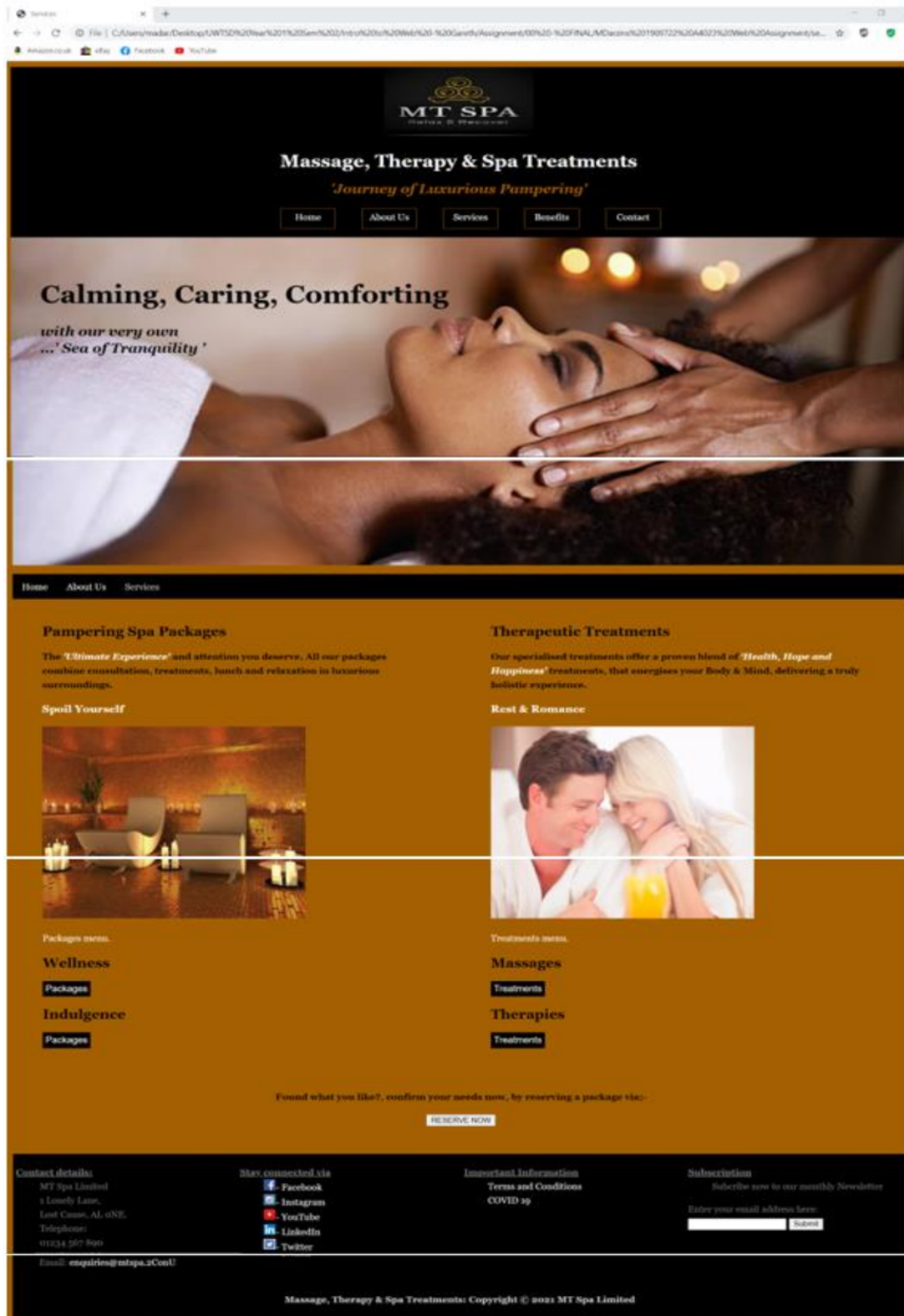


Figure 5: Screenshot - Services

5.3.1.4 Benefits (of Massage Treatment/Therapy)

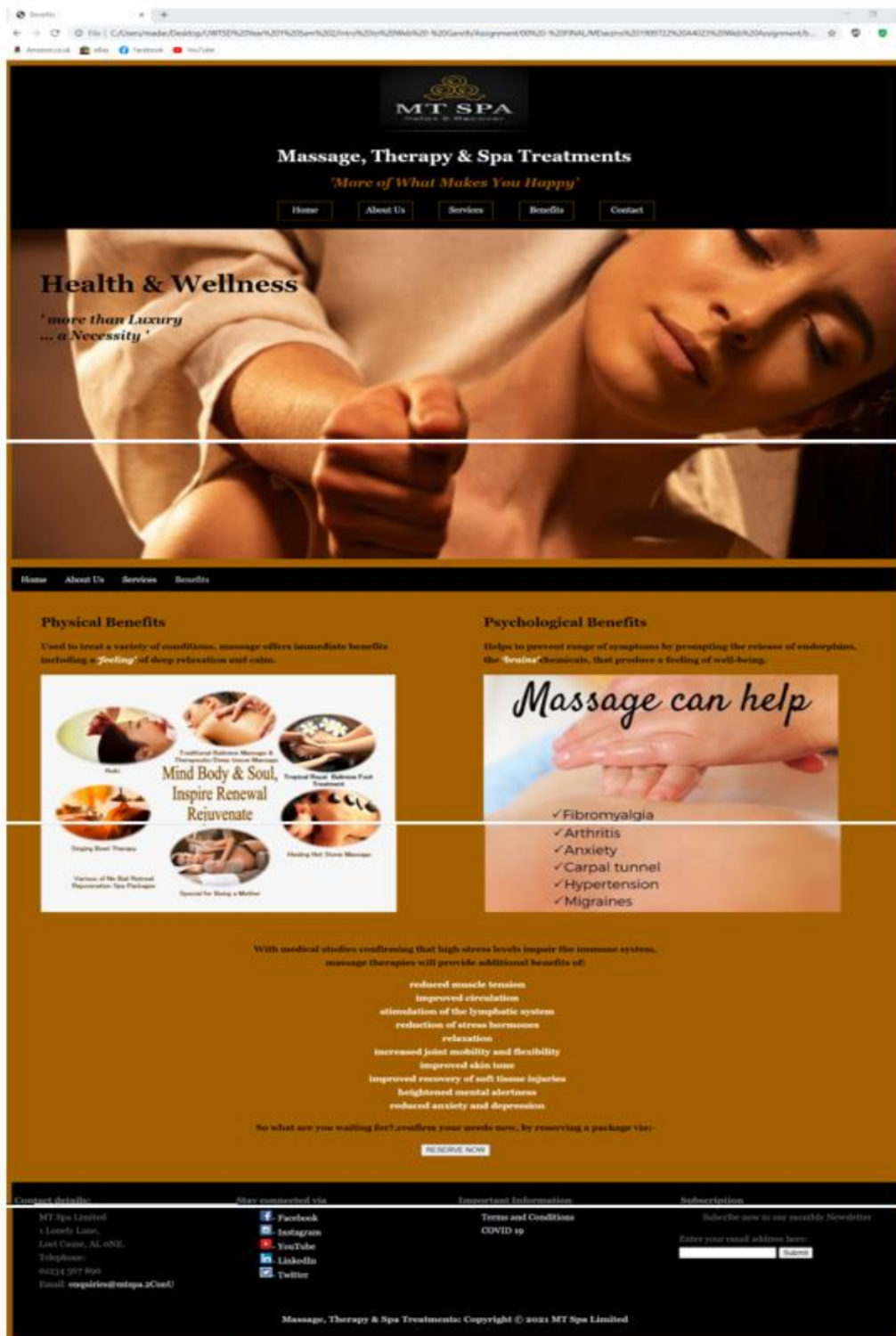


Figure 6: Screenshot - Benefits

5.3.1.5 Contact (and Payment method details at MT Spa)

MT SPA
Massage, Therapy & Spa Treatments
'Sumptuous Surroundings'

Home About Us Services Benefits Contact

Hear Today?
'here tomorrow... here for You'

Home About Us Services Benefits Contact

Our Location
We are here...where are you?:

Map showing location near Buckingham Palace, London.

Payment Details
Please complete and submit

Invoicing Address

Full Name:
Email:
Address:
City:
Country:
Post code:

Payment Details

Accepted Cards: VISA, AMEX, MASTERCARD
Card Holder Name:
Credit card number:
Exp Month:
Exp Year:
CVN:
Confirm - Pay Up or Else

Opening Times
We are available:

Monday to Friday
09:00 to 21:00

Saturday & Sunday
09:00 to 22:00

Public Holidays
Closed

Contact details:
MT Spa Limited
1 Lonsdale Lane,
Leamington Spa, CV31 2NE,
Telephone:
01223 907 890
Email: enquires@mtspa.co.uk

Stay connected via
Facebook
Instagram
YouTube
LinkedIn
Twitter

Important Information
Terms and Conditions
COVID 19

Subscription
Subscribe now to our monthly Newsletter
Enter your email address here:
 Submit

Massage, Therapy & Spa Treatments: Copyright © 2021 MT Spa Limited

Figure 7: Screenshot – Contact

Various linked buttons, lead the User to documentation to further detail the requirements, facilities, treatments and pricing schedules, available at *MT Spa*, such as:



Terms & Conditions

- We explicitly ask when we need information that personally identifies you ("Personal Information"). For example, if you wish to book a service, *MT Spa* asks you for your name and email address. We use your email address to verify your identity, protect against fraud and to contact you regarding your booking. We will not provide your Personal Information to necessary third-party service providers when you reserve or purchase booking services through the *MT Spa* Booking Agent service. We also use your Personal Information, occasionally, to inform you of new features, services, and products from *MT Spa*.
- MT Spa* may use your personal information to send you information on company updates, other services and products available from *MT Spa* and companies under our control which may be of interest to you. This information will be sent either directly to you by *MT Spa* and companies under our control or on our behalf by third parties. We also use your email address to send you updates about your account. We may use URL information we collect to help direct advertising to you that is more likely to be of interest to you. If you do not wish to receive such offers from *MT Spa* or have your personal information used in any of the ways outlined above by sending an email to reservations@mtspa.aesthetics, *MT Spa* may use your IP address to help diagnose problems with our server and to monitor fraudulent bookings. Your IP address is also used to gather broad demographic information.
- MT Spa* may disclose Personal Information if required to do so by law or in the good-faith belief that such action is necessary to (a) conform to the edicts of the law or comply with legal process served on *MT Spa* or the site; (b) protect and defend the rights or property of *MT Spa*, the site or the users of; and (c) act under exigent circumstances to protect the personal safety of users of *MT Spa*, the site or the public.
- To make sure that your Personal Information for your member registration is correct and current, you may review and update your customer information at any time. If at any time you believe that *MT Spa* has not adhered to these principles, please notify us by email to reservations@stradeyparkhotel.com or use this feedback form, and we will use all commercially reasonable efforts to determine and correct the problem promptly.
- This website is for your personal and non-commercial use. You may not modify, copy, distribute, transmit, display, perform, reproduce, publish, loan, lease, create derivative works from, transfer, or sell any information, software, products or services obtained from this website.
- All contents of this website are Copyright © 2020 by *MT Spa*. All rights reserved. Other product and company names mentioned herein may be the trademarks of their respective owners. As a condition of your use of this Web site, you warrant to *MT Spa* that you will not use this Web site for any purpose that is unlawful or prohibited by these terms, conditions, and notices.
- If separate charges are being levied other considerations may apply. Credit Card Payments over £500 purchased by credit card will be subject to a 3% handling charge.
- This agreement is governed by the law of England and Wales and is subject to the non-exclusive jurisdiction of the English court, provided.



Staying COVID-19 Secure

We confirm we have complied with the government's guidance on managing the risk of COVID-19

FIVE STEPS TO SAFER WORKING TOGETHER

- ✓ We have carried out a COVID-19 risk assessment and shared the results with the people who work here
- ✓ We have cleaning, handwashing and hygiene procedures in line with guidance
- ✓ We have taken all reasonable steps to help people work safely from a COVID-19 Secure workplace or work from home
- ✓ We have taken all reasonable steps to maintain a 2m distance in the workplace. Where people cannot keep 2m apart we have ensured at least a 1m distance and taken all the mitigating actions possible to manage transmission risk
- ✓ We have taken all reasonable steps to provide adequate ventilation in enclosed spaces

Signed on behalf of: *MT Spa Ltd*
Date: 31st April 2020

Figure 8: Screenshots - T&C's and COVID

Typical Treatment details available via various button links are:



Price List: Treatments

Massages (all prices per 20 minute session)

Swedish	-	£ 50.00 per person
Thai	-	£ 45.00 per person




Details

Swedish massage is a whole-body therapeutic massage treatment that works the soft tissues and muscles to help restore health - creating a calming and balancing effect on the nervous system.

It primarily involves long, soft, kneading massaging strokes to release tension from the deepest muscles of your body, while releasing tension from the surface layers of muscles, using light, tapping, rhythmic strokes.

At *MT Spa* our Thai therapists use their hands, knees, legs, and feet to move you into a series of yoga-like stretches and also applies deep muscle compression, joint mobilization, and acupressure.

Thai massage also utilizes energy work, which, according to ancient Asian culture, treats the subtle energetic field within the body.

All prices include VAT.



Price List: Treatments

Therapies (all prices per 30-minute session)

Oils & Aroma	-	£ 120.00 per person
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Details

Aromatherapy is a holistic healing treatment that uses natural plant extracts to promote health and well-being.

Sometimes referred to as essential oil therapy, aromatherapy uses aromatic essential oils medicinally to improve the health of the body, mind, and spirit; to enhance both physical and emotional health.

Used to promote relaxation and help relieve stress, it has been used to help treat a wide range of physical and mental conditions, including burns, infections, depression, insomnia, and high blood pressure.

All prices include VAT.

Figure 9: Screenshots - Treatments

5.3.2 Validation & Results

5.3.2.1 HTML

In order of magnitude (largest number of errors first), the original HTML validation query via w3c Validator, confirmed the following errors:

- No space between attributes
- Duplicate attribute
- Attribute not allowed
- Element missing child
- Unclosed element
- Stray tag end/doctype/start tag
- Illegal character

As XML is a more forgiving programming language and after addressing the majority of the above, only 11 errors remain, none of which adversely affect website usability. These remaining errors being:

- Space not allowed
- Attributes not allowed as child
- Lacks section headings

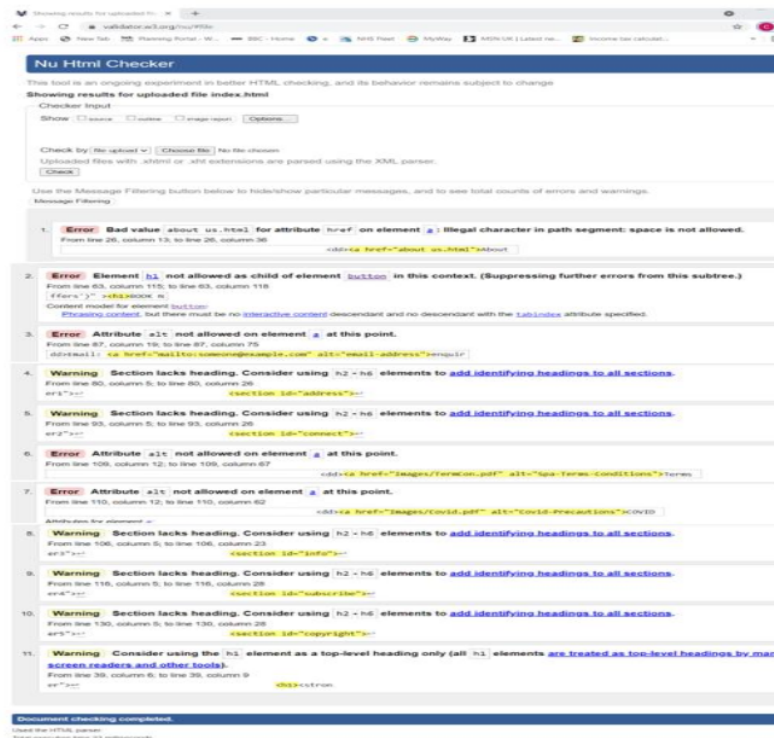


Figure 10: Validation - HTML

5.3.2.2 CSS

The original CSS review identified the following errors, via w3c Jigsaw:

- Value errors – not a value
- Parse errors
- Whitespace – family names

After adjustment only 2 errors remained covering:

- Parse error
- Family names containing whitespace

Similarly, these remaining errors do not adversely affect performance.

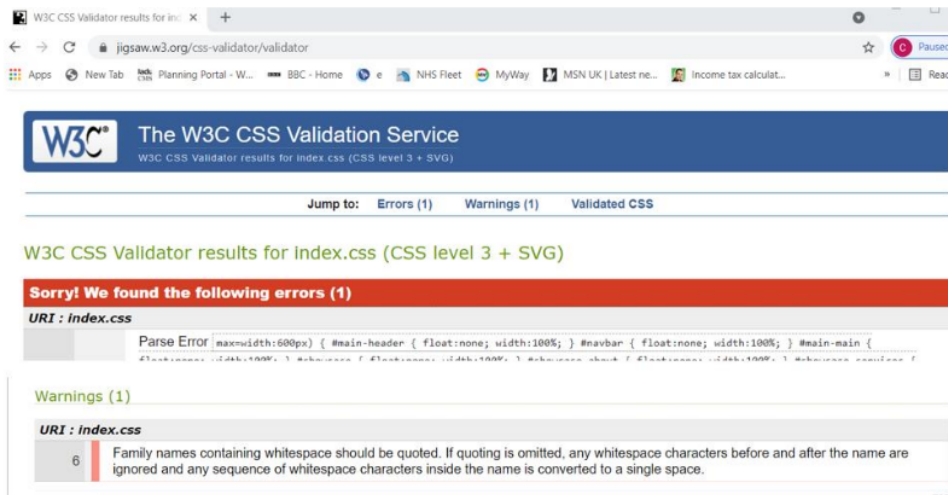


Figure 11: Validation - CSS

5.4 Evaluation – General

In general, a quality website will contain various factors that include consistency, colours, typography, imagery, simplicity and functionality, that when well designed, will contribute to how it is perceived. The basic elements of good design cover content, usability, aesthetics, visibility and interaction, and has a layout that is symmetrical, clear and orderly, and evident as to what is expected of visitors when they 'land'.

Improvements are further enhanced by adopting CRAP (Contrast, Repetition, Alignment, Proximity) website design techniques, where:

- Contrast makes distinctive elements stand out, used to drive a user attention to specific elements in a design including colour, size, type and shape.
- Repetition maintains design consistency, enabling user familiarisation with the method information is presented.
- Alignment determines where each element is located in the design, usually in either edge or centre format, deliberately organising information to create order, leading to overall design cohesiveness.
- Proximity maintains the improved user experience through ensuring that related elements are placed/grouped closely to each other [2].

A quality commercial website will provide relevant, useful content and a good user experience, that reaches your target audience, increases the number of user visits, resulting in longer user website session times, lower 'bounce' and greater conversion (CTA) rates [3], all leading to improved commercial success. Bounce rates analyse web traffic and measures visitors entering/leaving websites rather than continuing to view other pages within the same site [4].

5.4.1 Usability & User Experience (UX)

Usability relates to website functionality whereas UX concerns the website experience, both are important and closely connected in that if users cannot find the information, they get frustrated. The more difficult the website, the higher the 'bounce' rate, this poor experience will lead to lower user website returns, less referrals, and a decrease in conversions (CTA), whereas a usable website creates a positive user attitude with all the associated benefits. With many differing definitions of usability existing, Quesenberry has expanded upon the Nielsen definition to develop five dimensions of usability to include effectiveness, efficiency, engagement, error tolerance and ease of learning [5, 6].

But fundamentally, the better website usability the more users will enjoy the experience, and better results will be achieved by having:

- Navigation – clear and easy site browsing.
- Performance – optimisation.
- Readability - easy to read, not confusing.
- Responsiveness - needing to work well on all devices.

5.4.2 Accessibility

Accessibility is not limited to those who are disabled but also includes types of devices (mobiles), equipment (mouse/keyboard) and connectivity. Making website more accessible to everyone increases the numbers of potential visitors and thereby the associated commercial benefits. This not only makes financial and moral sense, but it is also a UK legal requirement under the Equality Act 2010, where site owners are required to make 'reasonable adjustments', to make their sites accessible to and anticipate the needs of, people with disabilities, including those with:

- impaired vision
- motor difficulties
- cognitive impairments
- learning disabilities
- deafness or impaired hearing

Website accessibility applies to both individual elements, features and the entire web experience ensuring that all content, functionality, tools and techniques are designed, developed and made available to all, so that persons can perceive, understand, navigate, interact with and contribute to the Web. These are summarised in the Web Content Accessibility Guidelines (WCAG) acronym POUR detailing the four main principles, which state that content must be [7, 8]:

- Perceivable
- Operable
- Understandable
- Robust

5.4.3 Search Engine Optimisation (SEO)

SEO is the process of getting your website pages to rank higher in search engines, such as Google, it improves the quality and quantity of website traffic to websites from search engine result pages (SERPs). As user search options are the main method of discovering online content, the higher the search engine ranking, the more likely traffic to your website will increase. Typically, 3 types of searches exist, these being [9, 10]:

- Technical SEO – where website and server optimisations assist search engine spiders, crawl and index the site more effectively to help improve organic rankings.
- On-page SEO – factors on your own website that you can control.
- Off-page SEO – factors that link from other (off) sites to your website (backlinks/social media).

5.5 Evaluation - Specific MT Spa related results

5.5.1 Usefulness

The *MT Spa* website scores highly on all the key areas of usability, design, functions, look, feel and ease of use. The consistent colour scheme, font and text/box positioning and repetition confirms the opulent branding themes with simple and descriptive marketing headings and tag/straplines. All adding to the illusion of a luxurious, professionally run Spa, with numerous facilities/treatments.

Straight forward navigation bar leading the user from one section to the other in a logical sequence, whilst leaving any returning user direct access to any section from any section.

All required content is readily available either directly from the particular page or via clearly signposted link buttons and dropdown box facilities. Added functionalities include direct email and newsletter communications, as well as other multi-media arenas, such as Facebook, Instagram, YouTube, LinkedIn and Twitter. Online payment facilities along with responsive map directions are also made available.

Recommendation for future enhancement would be to add the Calendar facility to allow Users to see own treatment bookings and advance availabilities, along with Basket details to show purchases.

5.5.2 Accessibility

Utilising the WCAG2 accessibility acronym (POUR) the *MT Spa* website meets most of the basic requirements, in that:

Perceivable

- Images have text alternatives provided, which can be adapted for other disabilities by amending into larger print, braille, voice and/or symbols.
- None of the links are time based.
- Content can be viewed in different manners without compromising data.
- The colour scheme not only reflects the exclusivity and luxury of the facilities, but it also complies with various luminosity and colour contrasting requirements.
- Foreground and backgrounds are clearly distinguishable, and there is no audio to c.

Operable

- All details and functions are accessible by keyboard and are not time dependent.
- No flicking/flashing graphics/animations.
- Simple, clear and easy navigation bars, with large font, with 'breadcrumb' functionality detailing where on the website the user is currently.

- Web structure flows in a clear and logical order, enabling content to be readily and easily found/accessed/read.

Understandable

- Short, simple and fully understandable headings and content descriptors make the website easy to read and comprehend.
- All links have been tested to ensure that they appear and work as expected, in predictable manners.
- Further programming could be employed to assist the user in avoiding entering mistakes and/or showing them how to correct any errors.
- The html programming language has been set as English (en) but can be easily amended to suit particular requirements.

Robust

- It is believed that the system maximises compatibility requirements for all current and future , assistive technologies.
- Consistency throughout the various website pages and links, whether text-font, header/main/footer/navigation bar structures, ensures familiarity and ease of use.
- Unique id's incorporated throughout.

5.5.3 SEO – ONPAGE

On-page SEO is important to increase your website's chances of showing up in the search results. Optimising for on-site factors on a regular basis can help improve your rankings, traffic, and conversions.

Quality Content

Competitor websites researched via google to ensure that the MT Spa website contains useful relevant authoritative, trustworthy information from professionally quailed therapists, will rank highly in SEO due to its nature of utilising EAT.

Page Titles & Content

Each page has relevant title names, guiding User to content (Massage, Therapy, Treatments, Spa) with key word identifiers (Rejuvenation, Stress Recovery, Skin, Body, Mind, Relaxation, Renew, Refresh, Professional, Certified, Skilled, Healing, Calming, Comforting, Caring, Pampering, Therapeutic, Wellness, Indulgence, Spa, Gyn, Couples, Beauty, Swedish, Thai, Mum to be massage, Oil, Aromatherapy, Salt & Oncology treatments, Health both Physical & Psychological benefits).

Headings & Formatting

Short descriptive headings incorporated throughout, with target key words within descriptive text. Structured formatting adopted H1, H2, etc, with use of Bold, Underline, Italics etc used to bring attention to key attributes. These compelling headlines help spark user interest enticing further reading and make it stand out in any SERP results.

Images

Informative images utilise throughout all with 'alt' descriptors and some themselves containing detailed information and kept in 4:3 ratio.

URL optimisation - Not incorporated, other than breadcrumb to make site easier to use.

Internal & External Links

Straightforward solid internal links to Package descriptions, Pricing, Terms and Conditions and COVID safety information. Only external link is to a trusted google maps, useful and relevant to potential users.

Page Loading Speeds - Whilst relevant is not applicable in this scenario.

User Engagement

The website look, and simple headings, tags and strap lines make it easier to use and informative to potential customers, ensuring that users will not 'bounce', but instead continue on and perhaps return to the website at a later date.

Mobile Friendly

Website designed for multi-media use enabling readability when viewed via smaller screen sizes.

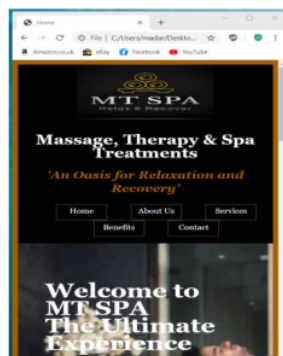


Figure 12: Mobile Friendly

Social Media Blogs

Full access to the major players (Facebook, Instagram, YouTube, LinkedIn and Twitter) have been incorporated into the website.

Word count: 2,196 (excluding Title page and sections 1 - 3, and 6 - 8)

6 REFERENCES

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Journal of Electronic Commerce in Organizations; Volume 5, Issue 3, pp 68-82.
IGI Publishing.

6.1 Images

Courtesy of:

Wix.com
Lastminute.com
Pngfree.com
Instagram.com
Ubereats.com
Linkedin.com
Twitter.com
Cardenpark.co.uk
Imdb.com
Youtube.com
Youtube.com
Insider.com
Pinterest.com
Whatculture.com
Pngegg.com
Goop.com
Uk.saunas.co.uk
Freepik.com
Soha.com
Dreamstime.com
Visitnorfolk.co.uk
Spabreaks.com
Facebook.com
Healthline.com
Birthpool.net.au
Facebook.com
Scalar.usc.edu
Treatwell.co.uk
Solathaispa.uk
Kindpng.com
Nz.linked.com
Marriott.co.uk

6.2 Abbreviations

CRAP	Contrast, Repetition, Alignment, Proximity
CTA	Calls to action
CTR	Click thru rate
CSS	Cascading style sheets
EAT	Expertise Authoritativeness Trustworthiness
HTML	Hypertext markup language
POUR	Perceivable, Operable, Understandable, Robust.
SEO	Search engine optimisation
SERP	Search engine results page
SOAC	School of applied computing
UWTSD	University of Wales Trinity Saint David
UX	User experience
WCAG	Web content accessibility guidelines
YMYL	Your money or your life

7 REPORT PLANNING METHODOLOGY

This **HTML and CSS Web Development** report assignment was completed by adhering to the following activities:

- Read and understand the report brief.
- Make plan (Gantt chart) including time management – planning/research most time consuming, catering for other exams.
- Create report format and style – using Moodle template example.
- Follow structure of:
 - Title Page
 - Acknowledgements
 - Introduction
 - Main Body
 - Reference
 - Appendices
- Define the problem and purpose of the report – decide assignment title, aims & objectives.
- Define audience – Lecturer/Tutor (**Gareth Jones**).
- Brainstorm (Mindmaps) and determine ideas to include.
- Research and gather information (Library, internet etc).
- Collect, sort, evaluate organise material.
- Complete references (as you go) during all research phases.
- Analyse research/material.
- Prepare outline drafts.
- Write the draft report, check spelling and grammar.
- Submit draft into Turnitin for similarity check.
- Incorporate changes into final redraft.
- Submit final report via Turnitin before **26th April 2021**.

8 APPENDICES

8.1 HTML

Text listings shown in greater detail within specific HTML files submitted separately, as part of web site Task 1 assignment.

HTML – text listings

```
<!DOCTYPE html>
<html>
<head>
<title>
<meta>
<link>
<body>
<header>
<div>
<a>
<img>
<h1>
<strong>
<nav>
<em>
<h2>
<dl>
<dt>
<dd>
<main>
<section>
<h3>
<b>
<p>
<form>
<button>
<footer>
<label>
<br>
<label>
<input type>
<ul>
<li>
<h2>
<span>
<i>
<h4>
<iframe>
```

8.2 CSS

Text listings are also shown in greater detail within specific CSS file submitted separately, as part of web site Task 1 assignment.

CSS - text listing

```
body
{
    background-color: #a46000;
    color: black;
    font-family: georgia, times new roman, serif;
    font-size: 16px;
    line-height: 1.6em;
    margin: 5px;
    padding: 5px;
    box-sizing: border-box;
    text-align: justify;
}
/* header - ALL */
#main-header
{
    color: white;
    text-align: center;
    line-height: 1.9em;
}
.container1
{
    width: 100%;
    height: auto;
    overflow: hidden;
    background-color: black;
    box-sizing: border-box;
}
#navbar
{
    color: #a46000;
    text-align: center;
}
#navbar dd
{
    display: inline-block;
    width: 90px;
    height: 35px;
    border: 1px solid #a46000;
}
a
{
    color: white;
    text-decoration: none;
}
a: hover
{
    color: #a46000;
}
```

```

.container3
{
    width:100%;
    height: auto;
    overflow:hidden;
    background-color:#a46000;
    box-sizing: border-box;
    color:black;
    text-align:left;
    padding: 0px;
}
.container3 h3
{
    color:white;
}
#main-main
{
    float: none;
    width: 100%;
    box-sizing: border-box;
}
ul.breadcrumb
{
    padding: 10px 16px;
    list-style: none;
    background-color: black;
}
ul.breadcrumb li
{
    display: inline-block;
    font-size: 16px;
}
ul.breadcrumb li+li:before
{
    padding: 8px;
    color: black;
    content: "\00a0";
}
ul.breadcrumb li a
{
    color: white;
    text-decoration: none;
}
ul.breadcrumb li a:hover
{
    color: #a46000;
    text-decoration: underline;
}
.dropbtn {
    background-color: black;
    color: white;
    padding: 5px;
    font-size: 16px;
    border: none;
}

```

```

.dropdown {
  position: relative;
  display: inline-block;
}
.dropdown-content {
  display: none;
  position: absolute;
  background-color: lightgray;
  min-width: 160px;
  box-shadow: 0px 8px 16px 0px rgba(0,0,0,0.2);
  z-index: 1;
}
.dropdown-content a {
  color: black;
  padding: 1px 10px;
  text-decoration: none;
  display: block;
}
.dropdown-content a:hover {background-color: #ddd;}
.dropdown:hover .dropdown-content {display: block;}
.dropdown:hover .dropbtn {background-color: #a46000;}
#showcase
{
  background-image:url("Images/couples-treatment.jpg");
  background-repeat: no-repeat;
  background-position: center;
  background-size: cover;
  opacity: 1.0;
  min-height: 500px;
  text-align: center;
  padding:50px;
}
#main-banner
{
  width:100%;
  color: white;
  text-align:left;
  line-height:2.5em;
}
#main-banner h1
{
  font-size: 46px;
}
#main1
{
  float:left;
  width:50%;
  box-sizing: border-box;
  padding:50px;
  padding-top:10px;
}
#sidebar
{
  float: left;
  width:50%;

```

```

        box-sizing: border-box;
        padding:50px;
        padding-top:10px;
    }
    #showcase-about
    {
        background-image:url("Images/wet-lounge.jpg");
        background-repeat: no-repeat;
        background-position: center;
        background-size: cover;
        opacity: 1.0;
        min-height: 500px;
        text-align: center;
        padding: 50px;
    }
    #showcase-services
    {
        background-image:url("Images/head-massage-spa.jpg");
        background-repeat: no-repeat;
        background-position: center;
        background-size: cover;
        opacity: 1.0;
        min-height: 500px;
        text-align: center;
        padding: 50px;
    }
    #showcase-benefits
    {
        background-image:url("Images/neck-massage.jpg");
        background-repeat: no-repeat;
        background-position: center;
        background-size: cover;
        opacity: 1.0;
        min-height: 500px;
        text-align: center;
        padding:50px;
    }
    #showcase-contact
    {
        background-image:url("Images/luxury-treatment-room.jpg");
        background-repeat: no-repeat;
        background-position: center;
        background-size: cover;
        opacity: 1.0;
        min-height: 500px;
        text-align: center;
        padding:50px;
    }
    #main-banner-about
    {
        padding-top: 275px;
        padding-left:0px;
        width:100%;
        color: white;
        text-align:left;
    }

```

```

        line-height:1.9em;
    }
    #main-banner-services
    {
        padding-left:0px;
        width:100%;
        color: black;
        text-align:left;
        line-height:1.9em;
    }
    #main-banner-benefits
    {
        padding-left:0px;
        width:100%;
        color: black;
        text-align:left;
        line-height:1.9em;
    }
    #main-banner-contact
    {
        padding-top:275px;
        padding-left:0px;
        width:100%;
        color: white;
        text-align:left;
        line-height:1.9em;
    }
    #main-banner-about h1
    {
        font-size:46px;
    }
    #main-banner-services h1
    {
        font-size:46px;
    }
    #main-banner-benefits h1
    {
        font-size:46px;
    }
    #main-banner-contact h1
    {
        font-size:46px;
    }
    #main1-about
    {
        float:left;
        width:50%;
        box-sizing: border-box;
        padding: 50px;
        padding-top:10px;
    }
    #main1-services
    {
        float:left;
        width:50%;

```

```

        box-sizing: border-box;
        padding: 50px;
        padding-top:10px;
    }
    #main1-benefits
    {
        float:left;
        width:50%;
        box-sizing: border-box;
        padding: 50px;
        padding-top:10px;
    }
    #main1-contact
    {
        float:left;
        width:50%;
        box-sizing: border-box;
        padding: 50px;
        padding-top:10px;
    }
    #main1-images-about p
    {
        color: white;
    }
    #main1-images-services p
    {
        color: white;
    }
    #main1-images-benefits p
    {
        color: white;
    }
    #main1-map-contact iframe
    {
        float:left;
        width:100%;
        box-sizing: border-box;
    }
    #sidebar-about
    {
        float: left;
        width:50%;
        box-sizing: border-box;
        padding: 50px;
        padding-top:10px;
    }
    #sidebar2-about
    {
        float: left;
        text-align: center;
        width:100%;
        box-sizing: border-box;
        padding: 50px;
        padding-top:10px;
        background-color: #a46000;
    }

```

```

}
#sidebar-services
{
    float: left;
    width:50%;
    box-sizing: border-box;
    padding: 50px;
    padding-top:10px;
}
#sidebar2-services
{
    float: left;
    text-align: center;
    width:100%;
    box-sizing: border-box;
    padding: 50px;
    padding-top:10px;
    background-color: #a46000;
}
#sidebar-benefits
{
    float: left;
    width:50%;
    box-sizing: border-box;
    padding: 50px;
    padding-top:10px;
}
#sidebar2-benefits
{
    text-align: center;
    width:100%;
    box-sizing: border-box;
    padding: 50px;
    padding-top:10px;
}
#sidebar2-benefits dd
{
    color:white;
}
#sidebar-contact
{
    float: left;
    width:50%;
    box-sizing: border-box;
    padding: 50px;
    padding-top:10px;
}
#sidebar-contact form
{
    float: left;
    width:100%;
    box-sizing: border-box;
}
#sidebar-images-about p

```

```

{
    color: white;
}
#sidebar-images-services p
{
    color: white;
}
#sidebar-images-benefits p
{
    color: white;
}
.container4
{
    width:100%;
    height: auto;
    overflow:hidden;
    background-color:black;
    box-sizing: border-box;
}
dt
{
    text-decoration:underline;
}
/* footer - ALL */
#main-footer
{
    width: 100%;
    box-sizing: border-box;
    color:gray;
    font-size:16px;
}
#footer1
{
    float: left;
    width:25%;
    height: auto;
    padding: 5px;
    box-sizing: border-box;
    text-align:left;
}
#footer2
{
    float:left;
    width:25%;
    height: auto;
    padding: 5px;
    box-sizing: border-box;
    text-align:left;
}
#footer3
{
    float:left;
    width:25%;
    height: auto;
    padding: 5px;
}

```

```

        box-sizing: border-box;
        text-align:left;
    }
    #footer4
    {
        float:left;
        width:25%;
        height: auto;
        padding: 5px;
        box-sizing: border-box;
        text-align:left;
    }
    #footer5
    {
        float: left;
        width:100%;
        height: auto;
        color:lightgray;
        box-sizing: border-box;
        text-align:center;
    }
    @media (max=width:600px)
    {
        #main-header
        {
            float:none;
            width:100%;
        }
        #navbar
        {
            float:none;
            width:100%;
        }
        #main-main
        {
            float:none;
            width:100%;
        }
        #showcase
        {
            float:none;
            width:100%;
        }
        #showcase-about
        {
            float:none;
            width:100%;
        }
        #showcase-services
        {
            float:none;
            width:100%;
        }
        #showcase-benefits
        {

```

```

        float:none;
        width:100%;
    }
#showcase-contact
{
    float:none;
    width:100%;
}
#main-banner
{
    float:none;
    width:100%;
}
#main-banner-about
{
    float:none;
    width:100%;
}
#main-banner-services
{
    float:none;
    width:100%;
}
#main-banner-benefits
{
    float:none;
    width:100%;
}
#main-banner-contact
{
    float:none;
    width:100%;
}
#main1
{
    float:none;
    width:100%;
}
#main1-about
{
    float:none;
    width:100%;
}
#main1-images-about
{
    float:none;
    width:100%;
}
#main1-services
{
    float:none;
    width:100%;
}
#main1-images-services
{

```

```

        float:none;
        width:100%;
    }
#main1-benefits
{
    float:none;
    width:100%;

}
#main1-images-benefits
{
    float:none;
    width:100%;

}
#main1-contact
{
    float:none;
    width:100%;

}
#main1-images-contact
{
    float:none;
    width:100%;

}
#sidebar
{
    float:none;
    width:100%;

}
#sidebar-about
{
    float:none;
    width:100%;

}
#sidebar-images-about
{
    float:none;
    width:100%;

}
#sidebar-services
{
    float:none;
    width:100%;

}
#sidebar-images-services
{
    float:none;
    width:100%;

}
#sidebar-benefits
{
    float:none;
    width:100%;

}
#sidebar-images-benefits
{

```

```

        float:none;
        width:100%;
    }
#sidebar-contact
{
    float:none;
    width:100%;
}
#sidebar-images-contacts
{
    float:none;
    width:100%;
}
#main-footer
{
    float:none;
    width:100%;
}
#footer1
{
    float:none;
    width:100%;
}
#address
{
    float:none;
    width:100%;
}
#footer2
{
    float:none;
    width:100%;
}
#connect
{
    float:none;
    width:100%;
}
#footer3
{
    float:none;
    width:100%;
}
#info
{
    float:none;
    width:100%;
}
#footer4
{
    float:none;
    width:100%;
}
#subscribe
{

```

```
        float:none;
        width:100%;
    }
    #footer5
    {
        float:none;
        width:100%;
    }
    #copyright
    {
        float:none;
        width:100%;
    }
}
```

MDarzins 1909722 Web A4023 Assignment

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

Instructor

76/100

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9

PAGE 10

PAGE 11

PAGE 12

PAGE 13

PAGE 14

PAGE 15

PAGE 16

PAGE 17

PAGE 18

PAGE 19

PAGE 20

PAGE 21

PAGE 22

PAGE 23

PAGE 24

PAGE 25

PAGE 26

PAGE 27

PAGE 28

PAGE 29

PAGE 30

PAGE 31

PAGE 32

PAGE 33

PAGE 34

PAGE 35

PAGE 36

PAGE 37

GRADING FORM: GJ_2019

MARTIN ANDREW DARZINS

381

ENGAGEMENT WITH LITERATURE



Good evidence of background reading and relevant research performed.

75

KNOWLEDGE AND UNDERSTANDING



Detailed knowledge and understanding of Web standards demonstrated. Good website validation, web accessibility testing, and overall evaluation of your implemented website.

80

COGNITIVE AND INTELLECTUAL



73

PRACTICAL APPLICATION



A decent, functioning website created showcasing a reasonable number of HTML and CSS features.

73

TRANSFERABLE SKILLS



Very competent report with excellent incorporation of diagrams/screen grabs etc. Good use of formatting in the 1.0 1.1 style.

80