

# Moderator's Commentary

## **OCR Level 2 Nationals in ICT**

Unit 2: Webpage Creation

This Support Material booklet is designed to accompany the OCR Level 2 Nationals specification for teaching from 2010

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# Introduction

OCR has produced these candidate exemplar portfolios to support teachers in interpreting the assessment criteria for the OCR Nationals specifications.

This exemplar material serves as a general guide. It provides the following benefits to a teacher:

- gives teachers an appreciation of the type of work that can be produced for this unit
- shows how the mark scheme has been applied by a senior assessor.

Please note that this resource is provided for advice and guidance only and does not in any way constitute an indication of grade boundaries or endorsed answers.

# Moderator's Commentary: Unit 2

## Webpage creation (2010)

Candidate Name: HB

Assessment Objective	Pass	Merit	Distinction
<b>Guidance for AO1</b>	<p>For Assessment Objective 1 candidates are likely to enjoy this unit if they are interested in the subject matter; therefore, they are required to design their own website, which may be based on their own area of interest or suggestions from the tutor. The proposal for the new website must have an identified purpose and target audience defined by the candidate. The basic site plan must show all pages and a possible navigation system. The house style, which must be more than just the use of a logo on each web page, should cover areas such as the colour scheme and position of different components, including the navigation system. The page plans will show a varying amount of detail which will assist in determining the grade awarded for this AO.</p> <p>Candidates are required to source and store relevant material for their own website. Some components may be provided. It is acceptable for multimedia components to be downloaded from the internet for use on their website, but there is no requirement for candidates to provide information about their sources for this AO. They may also create components themselves; using skills they already have or have learned as part of other units. Evidence of a suitable location for storage of website components is required for AO2.</p>		
<b>AO1 Design a multimedia website</b>	<p><del>Candidates will produce a proposal for a website. This will include some details of purpose and target audience.</del></p> <p><del>Candidates will source and store components to use in their website.</del></p> <p><del>They will produce a site plan, basic house style and simple page plans for five web pages showing a possible link system between them.</del></p> <p><del>The page plans may not always be accurate.</del></p>	<p><del>Candidates will produce a proposal for a website. This will include details of purpose and target audience.</del></p> <p>Candidates will source and store components to use in their website.</p> <p><del>They will produce a site plan, a suitable house style and page plans for at least five web pages showing a clear navigation structure and showing the position and details of most components (eg images, text, animations, interactive elements, video, sound).</del></p>	<p><del>Candidates will produce a proposal for a website. This will include details of purpose and target audience.</del></p> <p>Candidates will source and store components to use in their website.</p> <p>They will produce a site plan, a detailed house style and page plans for at least five web pages showing a clear navigation structure and showing the position and details of all components (eg images, text animations, interactive elements, video, sound).</p>
<b>AO1 NOTES</b> <b>Pass</b>	<p>The candidate provides details of the purpose and target audience – the candidate fully describes the purposes and shows some understanding of how the target audience will influence the design. There are page plans for all the proposed pages showing the position of the main items on each page. However they are simple because although they show the position of the various components on each page, no details are given as to their content. No details of the navigation system are provided although the structure diagram suggests a possible link system. The housestyle is also basic although it could be argued that the choice of colours is appropriate. There is evidence on pages 32 and 33 that the candidate has sourced components for their website from the internet and then saved them to a local location, prior to being used to create the website. Ideally there would be clear evidence that files had been stored locally – e.g. by providing screenshot evidence of the contents of a 'saved components' folder. Overall the candidate has met the Pass criteria in full but there is insufficient evidence to award a higher grade.</p>		

Assessment Objective	Pass	Merit	Distinction
<b>Guidance for AO2</b>	<p>For Assessment Objective 2 candidates need to set up a suitable folder structure for the website. Folders and files should have suitable names. For example, for higher grades the home page should be given the filename "index". Candidates should produce a homepage and at least four other pages using a consistent house style. To ensure consistency of layout candidates may use tables or other suitable methods as appropriate. Web pages should include a variety of multimedia components, including as a minimum text and images. Text used on the web pages should be checked for accuracy - proofreading and correcting their work, so that mistakes are minimised. This will be evidenced through the web pages themselves. For Distinction, styles will be defined and used for text elements rather than formatting each block of text individually. It is not necessary for such styles to be defined as part of a cascading stylesheet (css), however candidates may choose to use this method if they wish.</p> <p>Images must be suitable for purpose, and for higher grades must be optimised for use on a website. For Distinction some explanation is required for why optimisation is necessary for the images used on the web site. If images are sourced from an existing website and/or are already optimised using suitable file sizes and types, there is no need for further adjustment, however this should be explained by higher level candidates.</p> <p>Navigation to all web pages must be evident. For higher grades the web pages should be backed up onto a suitable storage device.</p>		
<b>AO2</b> <b>Create multimedia webpages</b>	<p><del>Candidates will show basic competence in producing web pages containing text and images.</del></p> <p><del>There may be errors in the text, but meaning will be clear.</del></p> <p><del>Images must be suitable for purpose.</del></p> <p><del>A method of navigation to all pages must be evident.</del></p> <p><del>Candidates will provide evidence showing a basic folder structure although folder and filenames may not always be suitable.</del></p>	<p><del>Candidates will produce web pages containing text and images. There will be consistency to the layout and house style of the web pages, although there may be some exceptions.</del></p> <p><del>Meaning of text will be clear but there may be some errors.</del></p> <p><del>A range of suitable images will be evident. Image optimisation will be evidenced by showing that image size has been altered for some image files.</del></p> <p><del>Images will be of good quality and scaled in proportion.</del></p> <p><del>A method of navigation to all pages must be evident.</del></p> <p><del>Candidates will provide evidence of a suitable folder structure. Folder and filenames will be suitable for purpose.</del></p> <p><del>Some backup procedures will be evidenced.</del></p>	<p><del>Candidates will produce web pages containing text and images. There will be consistency to the layout and house style of the web pages. Styles will be consistently applied to text used on the web pages.</del></p> <p><del>Meaning of text will be clear and there will be minimal textual errors.</del></p> <p><del>A range of suitable images will be evident. Image optimisation will be evidenced by showing that image size has been altered for image files as appropriate. An explanation of the need for their images to be optimised will be given.</del></p> <p><del>Images will be of good quality and scaled in proportion.</del></p> <p><del>An effective method of navigation to all pages must be evident.</del></p> <p><del>Candidates will provide evidence of a suitable folder structure. Folder and filenames will be suitable for purpose.</del></p> <p><del>Full back up procedures will be evidenced.</del></p>
<b>AO2 NOTES</b> <b>Merit</b>	<p>The candidate has set up and used a cascading style sheet (css) which is based on the planned housestyle. Each page was based on a master template using tables for a consistent layout. A website consisting of seven pages is shown – the website has a consistent layout and housestyle. Text and images have been used appropriately with minimal errors, though some are very intrusive (e.g. "Help <i>you</i> child get involved"). Evidence of optimising a range of images is provided, however there is no explanation of the reasons for optimisation and some of the notes reveal a lack of understanding of the processes used (e.g. converting from JPEG to GIF will not, of itself, improve image quality). The navigation system is effective – being consistently applied to all pages enabling navigation from each page to all others. An appropriate folder structure is evidenced, with appropriate names for each file/folder. There is some evidence of backup – although only to another location on the same network. The claimed backup to a USB drive is incorrect as another screenshot of the previous backup location is given instead. To achieve a Distinction more comprehensive backup evidence would be needed – e.g. backing up to a suitable location on more than one occasion (or setting up a backup schedule). Although some Distinction criteria have been met there is insufficient evidence to award more than a Merit.</p>		

Assessment Objective	Pass	Merit	Distinction
<b>Guidance for AO3</b>	For Assessment Objective 3 a range of hyperlinks should be included as part of the navigation system. For Pass all web pages will be accessible using links on the pages without having to use the “back” button. For higher grades the navigation system must be used consistently on all web pages, making them all accessible from the home page. For Distinction, an image map must be included. An image map is an image that has been divided into regions/sections or hotspots. When a hotspot is clicked an action occurs – for example a new web page opens.		
<b>AO3 Create functioning hyperlinks</b>	<del>Candidates will link together all pages. Linking methods may not be consistent and may lack structure.</del>  At least one link to an external website will be included.	<del>Candidates will link together all pages. Linking methods should be consistent and will allow the user to access all web pages from the home page, and show a clear structure.</del>  At least one link to an external website and at least one email link will be included.	<del>Candidates will link together all pages. The method of navigation is consistently placed on all pages to create a fully functioning hyperlink system. Linking methods should show a well-structured approach.</del>  At least one link to an external website, an email link and an image map will be included.
<b>AO3 NOTES Merit</b>	All pages have been linked together. The linking system is effective and, being included in the master page, is consistently applied to all pages. The navigation system meets the distinction requirements. In addition there is at least one external hyperlink, an email link and links based on images and one hotspot. However, the hotspots appear to only contain one link and so cannot be considered to be an image map. Had, for example, the separate parts of the three-part image on page 47 each contained a link to a separate location (e.g. to three pages about saving, energy and resources) then an image map would have been created. Overall a Merit is appropriate.		
<b>Guidance for AO4</b>	For Assessment Objective 4, at Pass level, at least one interactive element needs to be included, which could be downloaded from the internet or created by the candidate. Hyperlinks are assessed in AO3, they do not count as “further interactive elements”. “Interactive elements” could be rollover images, interactive buttons or other interactive elements such as controls/mouseovers/clicks for running video, audio or animation. For Merit/Distinction candidates should use an appropriate range of different types of interactive elements, including some created by themselves using appropriate software. If paper-based evidence is provided, all interactive elements and hyperlinks must be identified by the candidate on the printouts. Electronic evidence may be more suitable for assessment and moderation of this Assessment Objective.		
<b>AO4 Create interactive elements</b>	<del>Candidates will include at least one interactive element in their website.</del>	<del>Candidates will include at least two different types of interactive elements in their website. At least one will be a rollover button or image.</del>	Candidates will include at least three different types of interactive elements in their website. At least one will be a rollover button or image.  At least two of the interactive elements will be created by themselves using appropriate software A consistent approach should be adopted where interactive elements are used.
<b>AO4 NOTES Merit</b>	The candidate has included rollovers in their website. This is one type of interactive object. A second interactive object appears to have been included as it forms part of the design for one page (Singalong) and has been included as a printout in the folder structure. There is also a screenshot from the testing evidence that appears to show this page. This evidence is not very conclusive and helps support the case for providing electronic evidence to the Visiting Moderator. The balance of evidence suggests that the second element has been included and so a best-fit Merit grade can be awarded. This lack of evidence means the distinction requirements for consistency and for evidence the candidate has created two elements is not present.		

<b>Assessment Objective</b>	<b>Pass</b>	<b>Merit</b>	<b>Distinction</b>
<b>Guidance for AO5</b>	<p>For Assessment Objective 5 for Pass level students this can be a form to be printed out that indicates where text should be entered, completed and sent through the post. The form may be to provide feedback about the website or could be for some other purpose, for example an order/booking form or membership application. For higher levels the form will require a variety of different response types – and for Distinction these will make use of form fields – eg. response types using radio buttons, check boxes, drop down lists, scrolling text boxes.</p> <p>For Merit, candidates should create a form that has been set up to be submitted online; though it is not necessary that the form functions in this way. For Distinction the form should be capable of functioning. For the form to work, at Distinction level, there must be some code behind the “submit” button, to direct the responses to an email address. It is not expected that the website will be hosted, but the form should be set up so that, if the site were hosted, it would work.</p>		
<b>AO5</b> <b>Create a user form for capturing user feedback /information</b>	<p><del>Candidates will create a simple form that can be printed out for the user to fill in to give some information or feedback.</del></p> <p>The layout of the form might not be appropriate.</p>	<p><del>Candidates create a user form using at least one form field to gather information or feedback that the user can fill in and would be able to submit using a ‘submit’ button.</del></p> <p>The form will be mainly well laid out and easy to use.</p>	<p>Candidates create a well-designed user form using a range of different form fields to gather information or feedback that the user can fill in and would be able to submit using a ‘submit’ button.</p> <p>The form will work as intended and will be well laid out and easy to use.</p>
<b>AO5 NOTES</b> <b>Merit</b>	<p>A form has been created to gather feedback about the website. This makes use of radio buttons for each question and is well laid out. There is a submit button and a thank you pop-up, however without access to the source code or the electronic product it is not possible to verify whether this form will work as intended. For Distinction the form should ask for a range of information (e.g. via a mixture of open/closed questions) collected using a variety of methods (e.g. drop-down lists, text boxes etc) with clear evidence that the form would execute as intended were the website to be hosted. A merit is appropriate.</p>		
<b>Guidance for AO6</b>	<p>Assessment Objective 6 the website should be tested covering a range of different areas. For Pass all external and internal hyperlinks, including the navigation system must be tested, and any broken or faulty links fixed. For higher grades testing should include most or all areas (as stated in the KUS) of the website. For Distinction candidates will explain how their website meets its intended purpose and is suitable for the identified target audience. Higher level candidates will action changes to solve problems if appropriate. They can then include annotated code or screenshots to demonstrate this taking place, there is no need to provide step-by-step evidence; before and after evidence to exemplify the changes is all that is required. In cases where candidates carry out testing as they create the website, some evidence of improvements made during the development will be sufficient to evidence this part of this AO.</p>		
<b>AO6</b> <b>Test website</b>	<p><del>Candidates will provide evidence of testing their website, ensuring that all internal and external hyperlinks and navigation system work effectively. Any broken and/or faulty links will be fixed.</del></p>	<p><del>Candidates will provide evidence of testing their website, ensuring that all internal and external hyperlinks and navigation system work effectively. Any broken and/or faulty links will be fixed.</del></p> <p>Further tests will cover most of the main areas of their website and will be appropriate.</p>	<p><del>Candidates will provide evidence of testing their website, ensuring that all internal and external hyperlinks and navigation system work effectively. Any broken and/or faulty links will be fixed.</del></p> <p>Further tests will cover all of the main areas of their website and will be appropriate.</p> <p><del>Candidates will use the tests to identify any action that is required to solve any problems identified. For the tests carried out, candidates will provide annotated code or screen shots highlighting before and after changes where appropriate.</del></p>
<b>AO6NOTES</b> <b>Merit</b>	<p>A simple test table has been provided, in which the candidate tests the hyperlinks for functionality and asks a peer to review other features of their website. As a result of the testing edits have been made to ensure that all hyperlinks work effectively, including repairing broken links. All of the main areas of the website, as listed in the specification, have been covered, although it may not be appropriate to seek feedback from just one person given that the intended audience covers a range of different audience types. The testing cannot be considered to be robust (and hence appropriate) since it failed to identify the obvious spelling errors identified in AO2 above. Overall a best-fit Merit is appropriate.</p>		

<b>Guidance for A07</b>	For Assessment Objective 7 candidates must produce an evaluation of their website. For Pass the evaluation must cover suitability for purpose and audience. Examples taken from the candidate's website will be used to support their comments. For Merit the evaluation will also include readability (eg the choice of font and font size, colour, language). For Distinction usability (eg navigation and ease of use) and accessibility (eg issues with screen readers and nested tables, use of ALT tags for images) will also be covered. Readability, usability and accessibility are technical terms that need specific consideration. At the time of publication, www.webcredible.com provides a useful resource for teachers and students on these topics. It has a search facility which brings up articles on each of these issues.		
<b>A07 Evaluate own website</b>	<del>Candidates will produce a evaluation of their website. This will cover: suitability of the website for purpose and audience (as identified by the candidate).</del>  <del>Candidates will support their comments with examples taken from their website.</del>	Candidates will produce a evaluation of their website. This will cover: suitability of the website for purpose and audience (as identified by the candidate), and readability.  Candidates will support their comments with examples taken from their website.	Candidates will produce an evaluation of their website. This will cover: suitability of the website for purpose and audience (as identified by the candidate), readability, usability and accessibility.  Candidates will support their comments with examples taken from their website.
<b>A07 NOTES Pass</b>	An evaluation in this context should answer the question "To what extent is my product fit for purpose?" This should include a consideration of both strengths and weaknesses of the finished product. It should also be based on evidence, not merely assertions. The candidate has discussed the suitability of their website in terms of its purpose and audience, although this is rather brief and lacks detail of the extent to which the website is fit for purpose. Evidence from the website has been used in support of their comments. There is very limited discussion covering the higher grade requirements (apart from a brief reference to using text appropriate to adults, and ALT Tags which can be inferred to refer to accessibility issues) and so these cannot be awarded. A pass grade is appropriate.		

### Overall Grade - Merit

<b>AO1</b>	<b>AO2</b>	<b>AO3</b>	<b>AO4</b>	<b>AO5</b>	<b>AO6</b>	<b>AO7</b>
<b>Pass</b>	<b>Merit</b>	<b>Merit</b>	<b>Merit</b>	<b>Merit</b>	<b>Merit</b>	<b>Pass</b>

The candidate has produced a basic website, but has demonstrated some understanding of appropriate techniques when planning, creating and testing web-pages. Overall a best-fit Merit grade is appropriate.



# Candidate's Work – Candidate HB

## Recycle GB website

### Purpose

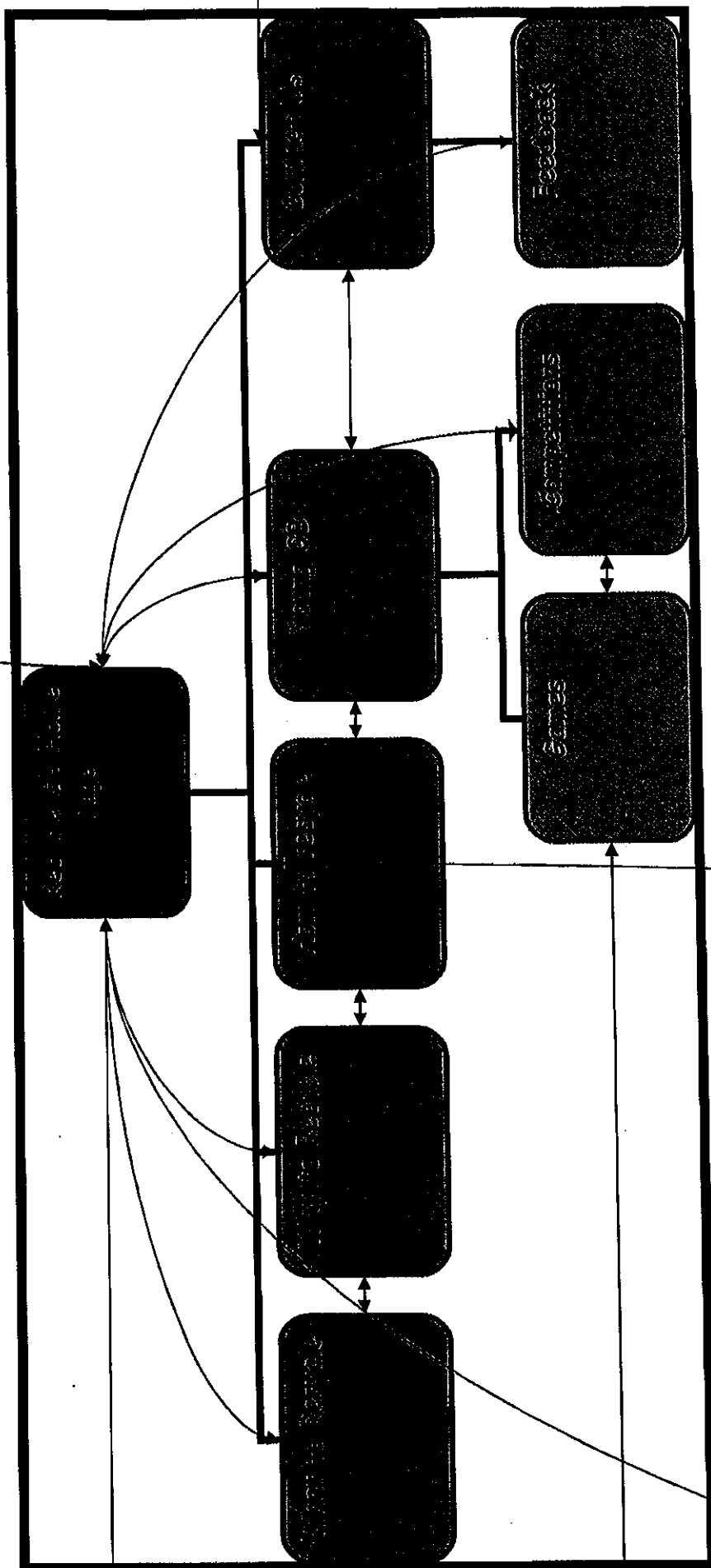
The purpose of this website is to inform people of all ages about recycling and which bin to put their waste into. Also we are trying to encourage people to recycle more of their rubbish and get feedback from people about the website, by putting in a form for them to fill in on how our website could be improved or changed. Hopefully, by encouraging the younger generation they will grow up more environmentally aware and will want to recycle in the near future.

It is also going to advertise to people the good effects of recycling, by putting pictures in and using text to do this. Also it is to promote the negative effects of not recycling so it will encourage more people to recycle. Recycle GB are working with the local council to provide every house with bins in the country with bins, so the website will inform people of what to put in each bin so it will make it easier for the users to recycle.

### Target Audience

The Target audience for the website are young and older people who live in or own a house and need information about their waste disposal. Hopefully, by aiming at the younger generation they will grow up more environmentally aware and will want to recycle in the near future. Also by aiming at the older generation it is making the world better for the younger generation and teaching them to recycle.

If we are to aim the site at a wide age range there will be certain things needed in the website. For example, for the younger ages I could make it colourful and bright and add games and pictures, for the older ages make it more professional and include lots of text and interesting information.



Banner goes here  
(Centre)

Hyperlinks  
and  
navigation  
here on  
every page

Page 1

Page 2

Page 3

Page 4

Page 5

Page 6

Title of page

Text and images go here

Font = Ariel size 12 black  
Colour = is green and black with white background  
Scrolling banner will have a light green shade in the cell

Banner goes here  
(Centre)

Hyperlinks  
and  
navigation  
here on  
every page

Page 1

Page 2

Page 3

Page 4

Page 5

Page 6

Use the search field to find the information you need  
on the website

Text and recycle hyperlink goes here

Picture goes here with hotspot.

Banner goes here  
(Centre)

Hyperlinks  
and  
navigation  
here on  
every page

Page 1

Page 2

Page 3

Page 4

Page 5

Page 6

Why not go to

Image goes here with hotspot

Text goes here







Banner goes here  
(Centre)

Hyperlinks  
and  
navigation  
here on  
every page

Page 1

Page 2

Page 3

Page 4

Page 5

Page 6

Form goes here (questions)

Banner goes here  
(Centre)

Don't you think you'll be surprised to see this page?

Hyperlinks  
and  
navigation  
here on  
every page

Page 1

Page 2

Page 3

Page 4

Page 5

Page 6

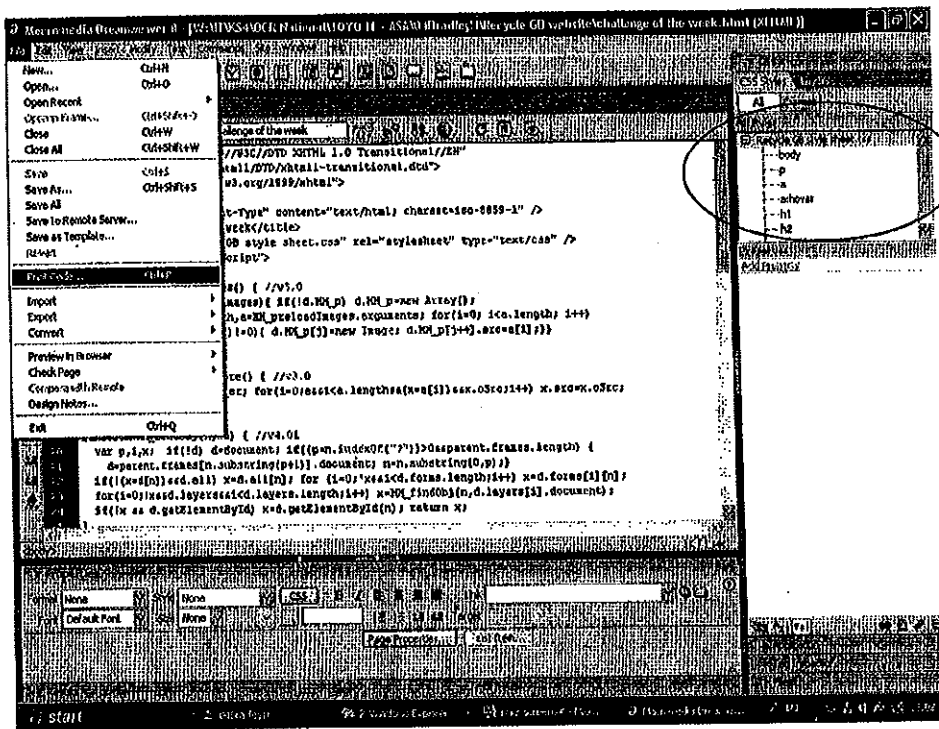
© 1999 by the author

Text goes here and a link to email me





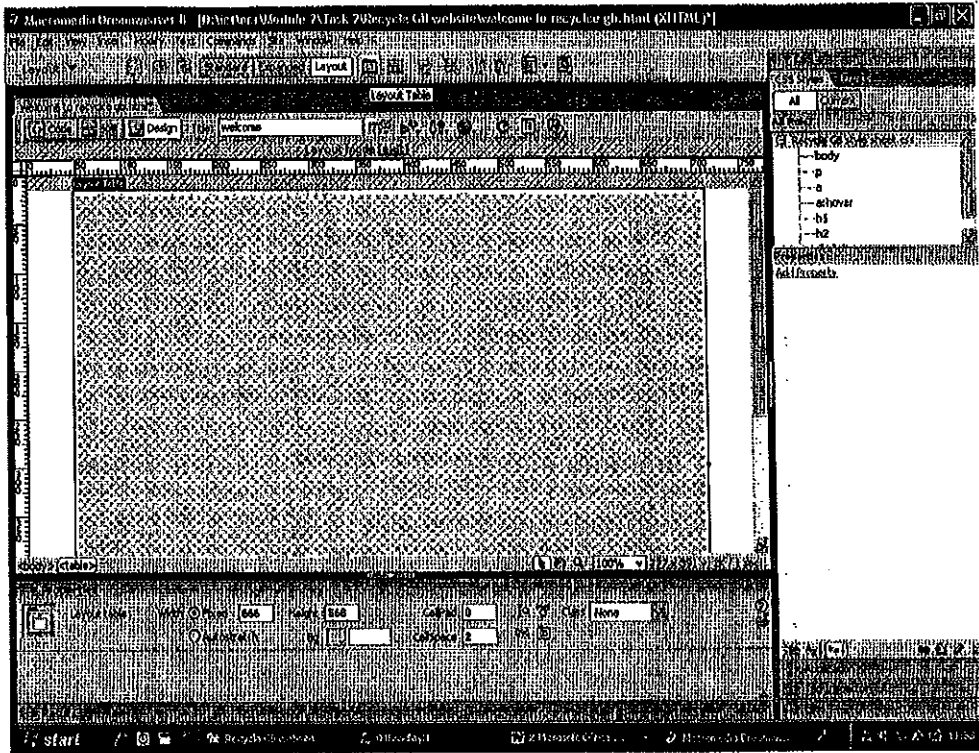
Here is an example of how changed the properties of my css tags.



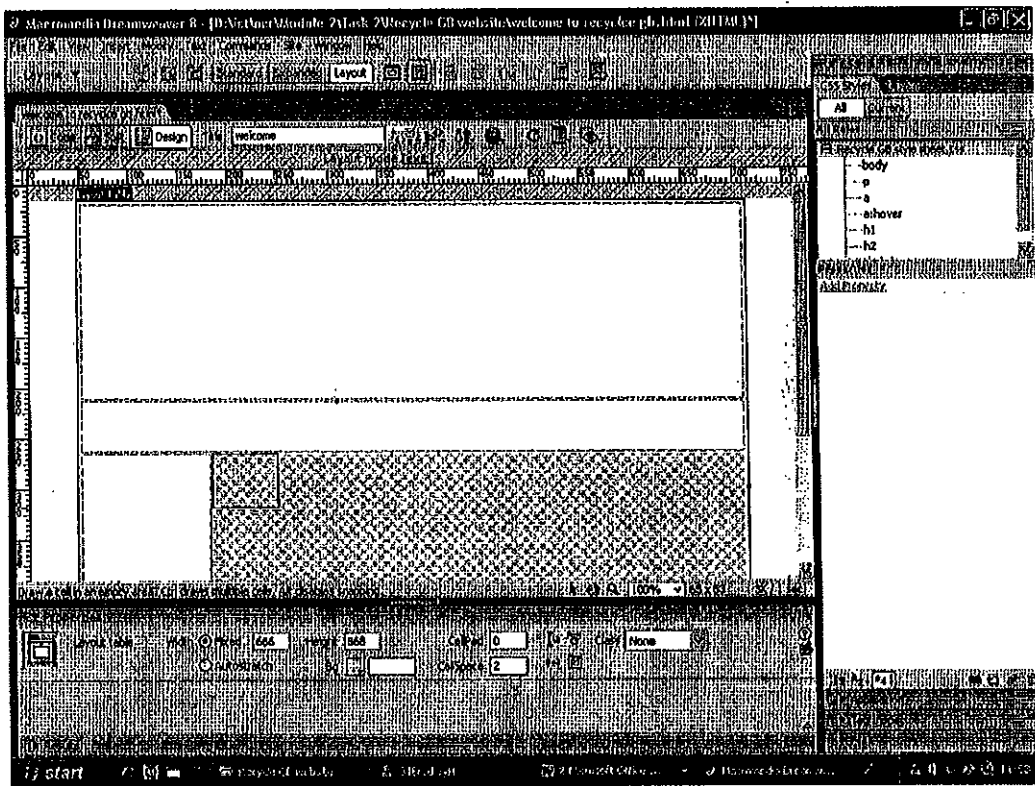
Then I went to file print code and then I printed it.

Recycle GB style sheet

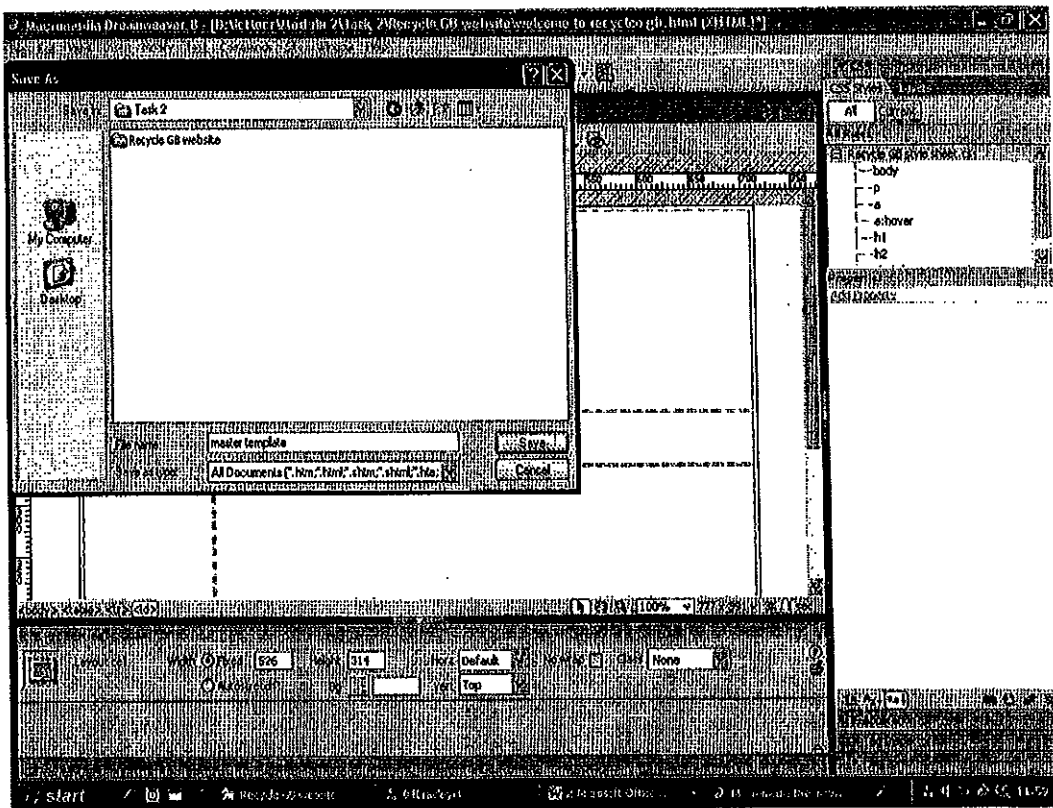
```
body {
background-color: #FFFFFF;
}
p {
font-family: Arial, Helvetica, sans-serif;
font-size: 12pt;
font-weight: normal;
color: #000000;
text-decoration: none;
text-align: center;
}
a {
font-family: Arial, Helvetica, sans-serif;
font-size: 12pt;
font-style: normal;
text-transform: capitalize;
color: #009900;
text-decoration: none;
text-align: center;
border-top-color: #009900;
border-right-color: #009900;
border-bottom-color: #009900;
border-left-color: #009900;
font-weight: bold;
}
a:hover{
font-family: Arial, Helvetica, sans-serif;
font-size: 12pt;
color: #CCCCFF;
}
h1 {
font-family: Arial, Helvetica, sans-serif;
font-size: 60pt;
text-decoration: none;
text-align: center;
}
h2 {
font-family: Arial, Helvetica, sans-serif;
font-size: 40pt;
text-align: center;
}
.bglightgreen {
background-color: #99CC00;
font-family: Arial, Helvetica, sans-serif;
text-align: center;
}
```



I used the layout table to draw a table.

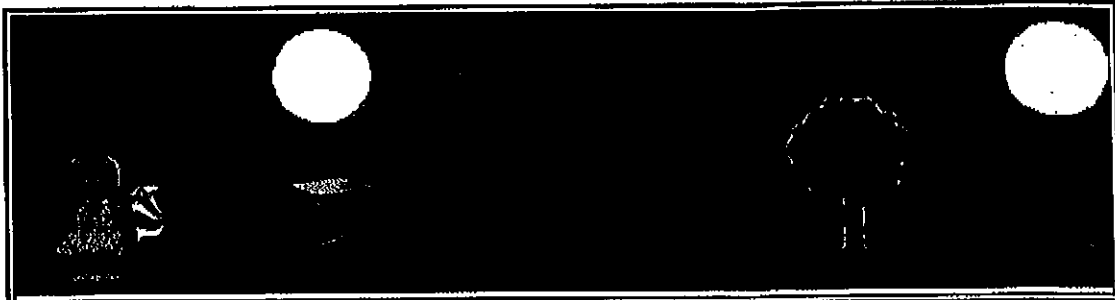


I then used the draw layout cell, to draw each cell.



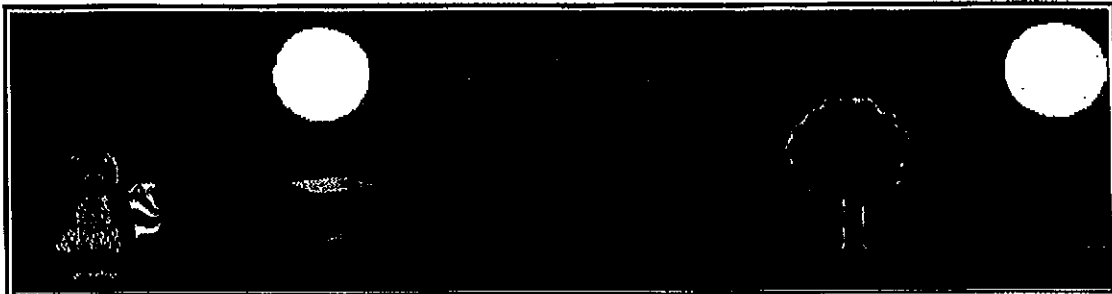
I then saved this as master template so I can use this for every page on my website so I have the same house style.



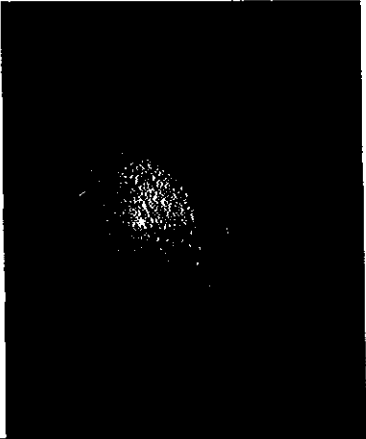


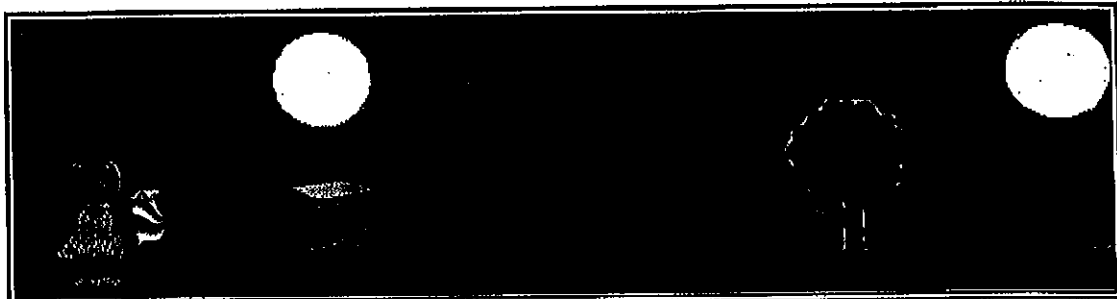
**DO YOUR PART FOR THE ENVIRONMENT**

<p><b>What Is Recycling?</b></p> <p><b>Why Recycle?</b></p> <p><b>Sing Along</b></p> <p><b>Challenge Of The Week</b></p> <p><b>Help You Child Get Involved</b></p> <p><b>How Can We Improve Our Website?</b></p>	<p style="text-align: center;">Challenge of the week</p> <p style="text-align: center;"><b>Could you design a leaflet for Recycle GB?</b></p> <p>We are asking for someone to design a leaflet for us to use, to make people more aware of recycling.</p> <p>This leaflet will then be published and handed out around your home time.</p> <p style="text-align: center;"><b>So come on get designing!</b></p> <p style="text-align: center;">post it to us at</p> <p style="text-align: center;">Recycle GB 11 Bank Lane, london, CV1 3HQ</p> <p>Don't forget to put your first and last name and also your address on the leaflet.</p> <p style="text-align: center;"><b>Or Email Me On</b></p>
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**DO YOUR PART FOR THE ENVIRONMENT**

<p><b>What Is Recycling?</b></p> <p><b>Why Recycle?</b></p> <p><b>Sing Along</b></p> <p><b>Challenge Of The Week</b></p> <p><b>Help You Child Get Involved</b></p> <p><b>How Can We Improve Our Website?</b></p>	<p>Help you child get involved in recycling with these fun activities!</p> <p>1. Encourage art products with a <b>Recycling</b> theme, using materials that would have otherwise been thrown away, bottle tops, cereal boxes, toilet rolls tubes and sweet wrappers can all be utilized in art and craft projects.</p> <p>2. Make recycling posters and progress charts to record just how much stuff you are managing to recycle each month. Encourage younger children to recycle old clothes by implementing a dressing up box full of cast-offs they are free to customize and cut up.</p> <p>Make recycling fun from the start and it will never become a chore!</p> 
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**DO YOUR PART FOR THE ENVIRONMENT**

**What Is Recycling?**

**Why Recycle?**

**Sing Along**

**Challenge Of The Week**

**Help You Child Get Involved**

**How Can We Improve Our Website?**

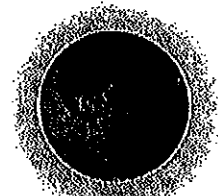
**Why Recycle**



**SAVE**

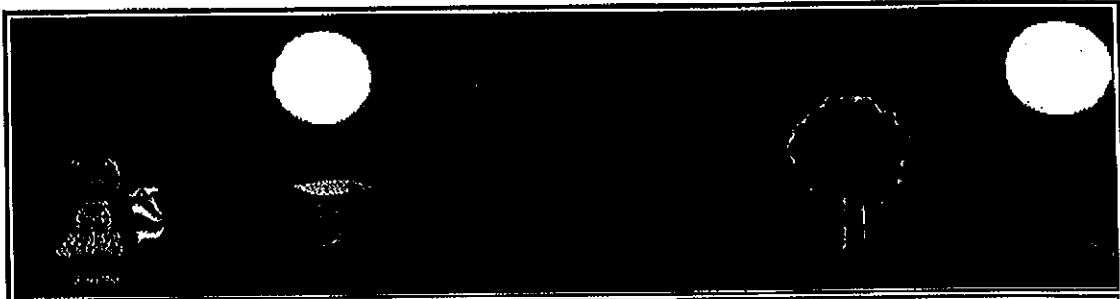


**ENERGY**




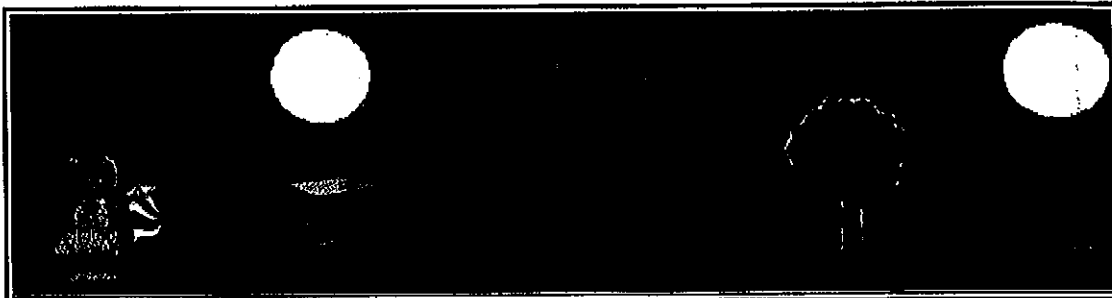
**RESOURCES**

Making new things from recycled ones takes less money, less energy, and less of the Earth's resources. Because less energy is used, factories don't release as much pollution either.




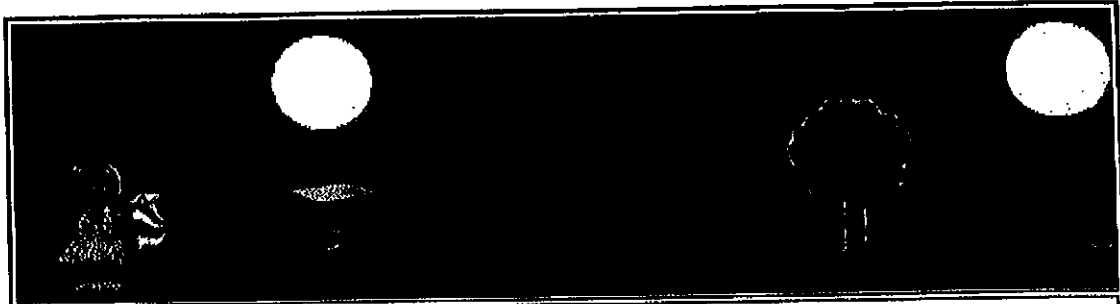
**DO YOUR PART FOR THE ENVIRONMENT**

<p><b>What Is Recycling?</b></p> <p><b>Why Recycle?</b></p> <p><b>Sing Along</b></p> <p><b>Challenge Of The Week</b></p> <p><b>Help You Child Get Involved</b></p> <p><b>How Can We Improve Our Website?</b></p>	<p style="text-align: center;"><b>What is recycling?</b></p> <p>Recycling means taking materials from products you have finished using and making brand new products with them. For example, most of the aluminum cans in the United States are made with recycled aluminum. So if you drink juice or soda from a can, recycle that can instead of throwing it in the trash. That can will stay in the Recycling Loop and out of the landfill.</p> <div style="text-align: center;">  </div> <p>You probably help with recycling at home or know something about it. You may have even seen the triangular loop of arrows on beverage containers that lets you know those containers can be recycled. Each of the three represents a step in the recycling process: collection, processing and making recyclables into new products. Keeping recyclable items inside the Recycling Loop keeps them out of landfills and reduces pollution.</p>
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**DO YOUR PART FOR THE ENVIRONMENT**

<p><b>What Is Recycling?</b></p> <p><b>Why Recycle?</b></p> <p><b>Sing Along</b></p> <p><b>Challenge Of The Week</b></p> <p><b>Help You Child Get Involved</b></p> <p><b>How Can We Improve Our Website?</b></p>	<p style="text-align: center;"><b>What is recycling?</b></p> <p>Recycling means taking materials from products you have finished using and making brand new products with them. For example, most of the aluminum cans in the United States are made with recycled aluminum. So if you drink juice or soda from a can, recycle that can instead of throwing it in the trash. That can will stay in the Recycling Loop and out of the landfill.</p> <div style="text-align: center;">  </div> <p>You probably help with recycling at home or know something about it. You may have even seen the triangular loop of arrows on beverage containers that lets you know those containers can be recycled. Each of the three represents a step in the recycling process: collection, processing and making recyclables into new products. Keeping recyclable items inside the Recycling Loop keeps them out of landfills and reduces pollution.</p>
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**DO YOUR PART FOR THE ENVIRONMENT**

Welcome to Recycle Great Britain!

**What Is Recycling?**

**Why Recycle?**

**Sing Along**

**Challenge Of The Week**

**Help You Child Get Involved**

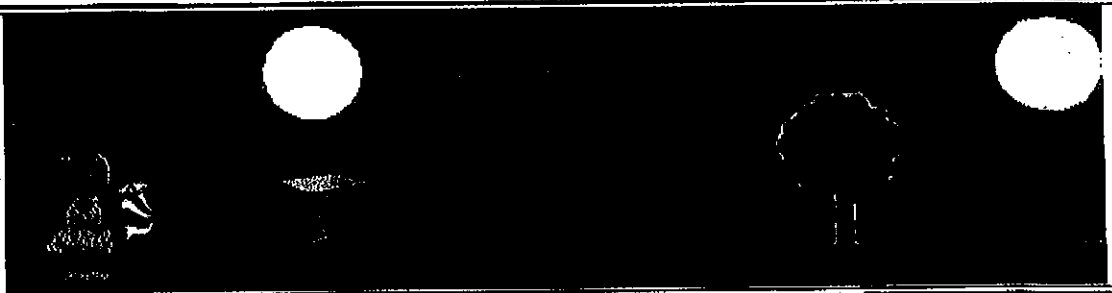
**How Can We Improve Our Website?**



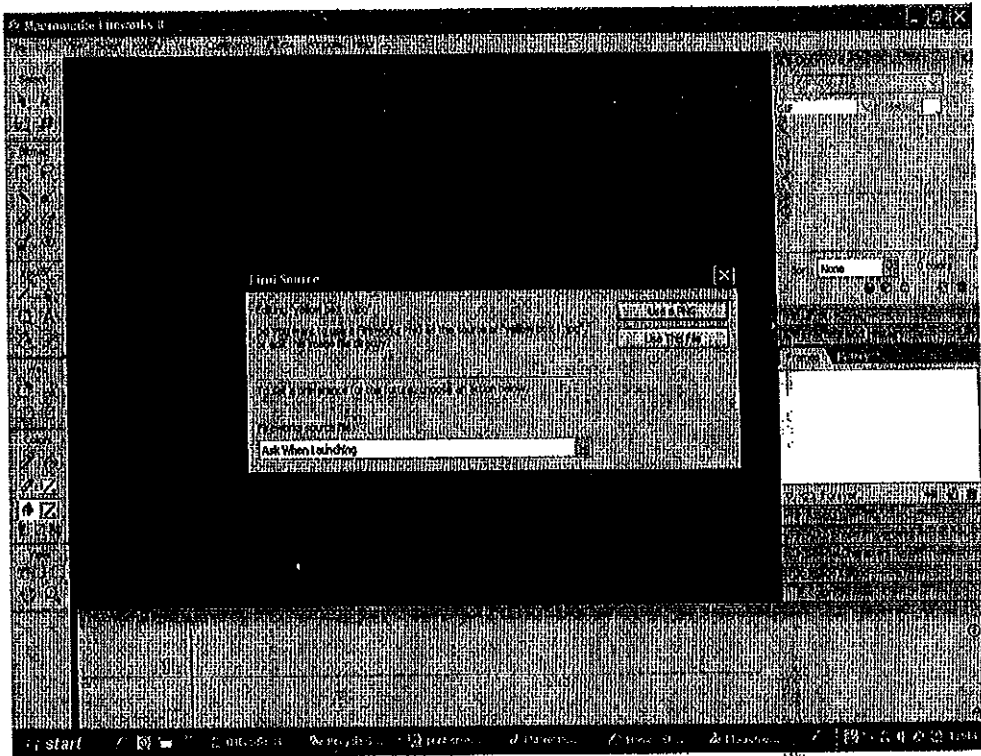
Recycle GB are trying to inform people of all ages on recycling and which bin to put their waste into. We are also trying to encourage people to recycle more of their rubbish and get feedback from people about the website and how it could be improved or changed.

We hope our website helps you and you start to recycle!!

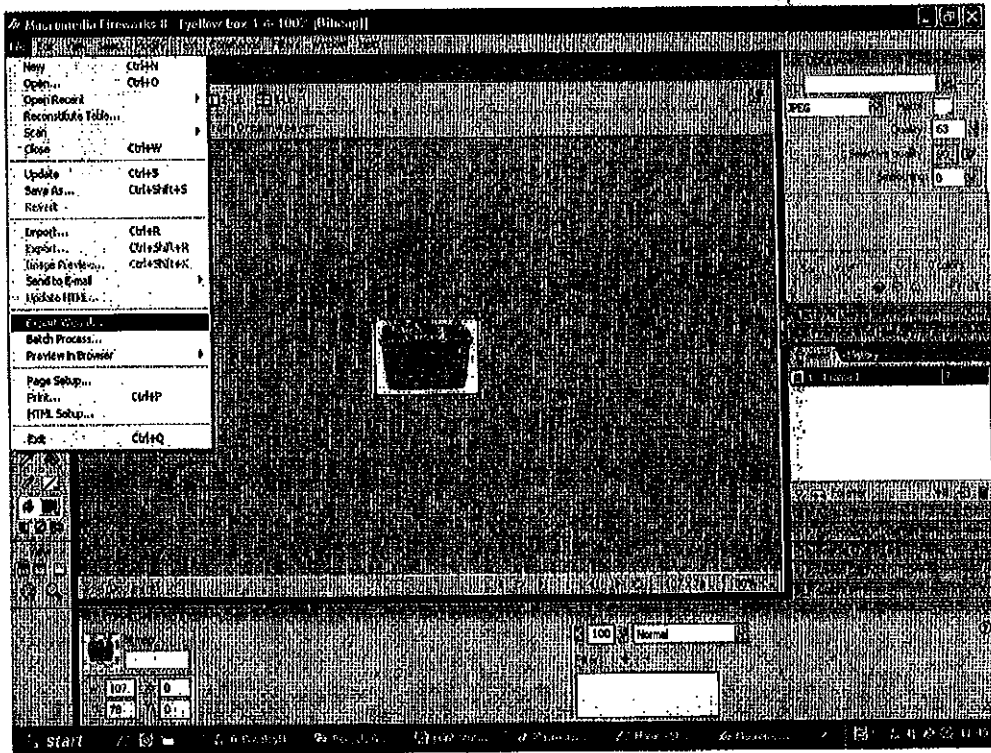
21

													
<b>DO YOUR PART FOR THE ENVIRONMENT</b>													
How can we improve our website?													
	<table border="1"><thead><tr><th>Questions</th><th>Yes/No</th></tr></thead><tbody><tr><td>Did you find the navigation bar useful</td><td><input type="radio"/> yes <input type="radio"/> no</td></tr><tr><td>Did you like the design of the website?</td><td><input type="radio"/> yes <input type="radio"/> no</td></tr><tr><td>Is the content of the website useful?</td><td><input type="radio"/> yes <input type="radio"/> no</td></tr><tr><td>Did you enjoy using my website?</td><td><input type="radio"/> yes <input type="radio"/> no</td></tr><tr><td>Was the website colourful and exciting enough?</td><td><input type="radio"/> yes <input type="radio"/> no</td></tr></tbody></table>	Questions	Yes/No	Did you find the navigation bar useful	<input type="radio"/> yes <input type="radio"/> no	Did you like the design of the website?	<input type="radio"/> yes <input type="radio"/> no	Is the content of the website useful?	<input type="radio"/> yes <input type="radio"/> no	Did you enjoy using my website?	<input type="radio"/> yes <input type="radio"/> no	Was the website colourful and exciting enough?	<input type="radio"/> yes <input type="radio"/> no
Questions	Yes/No												
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Did you enjoy using my website?	<input type="radio"/> yes <input type="radio"/> no												
Was the website colourful and exciting enough?	<input type="radio"/> yes <input type="radio"/> no												
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<b>Challenge Of The Week</b>													
<b>Help You Child Get Involved</b>													
<b>How Can We Improve Our Website?</b>													
<input type="button" value="Submit"/> <input type="button" value="Reset"/>													

22

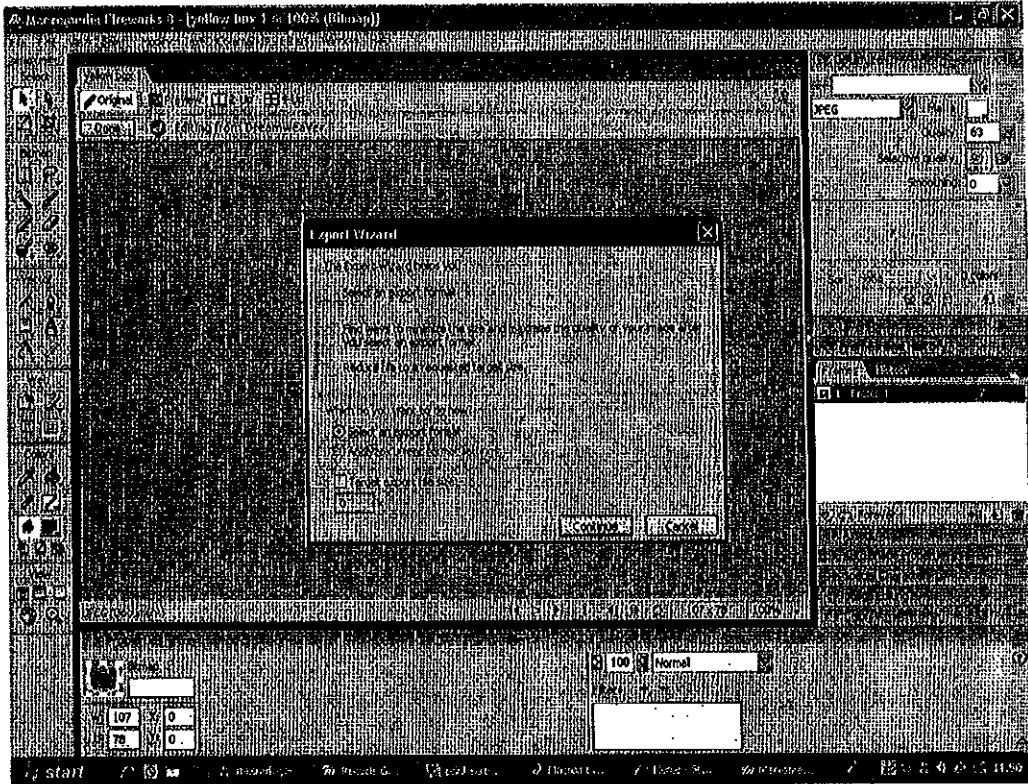


To optimize a image, I clicked on the image I wanted to optimize then I clicked on fireworks. And then I clicked on use this file.

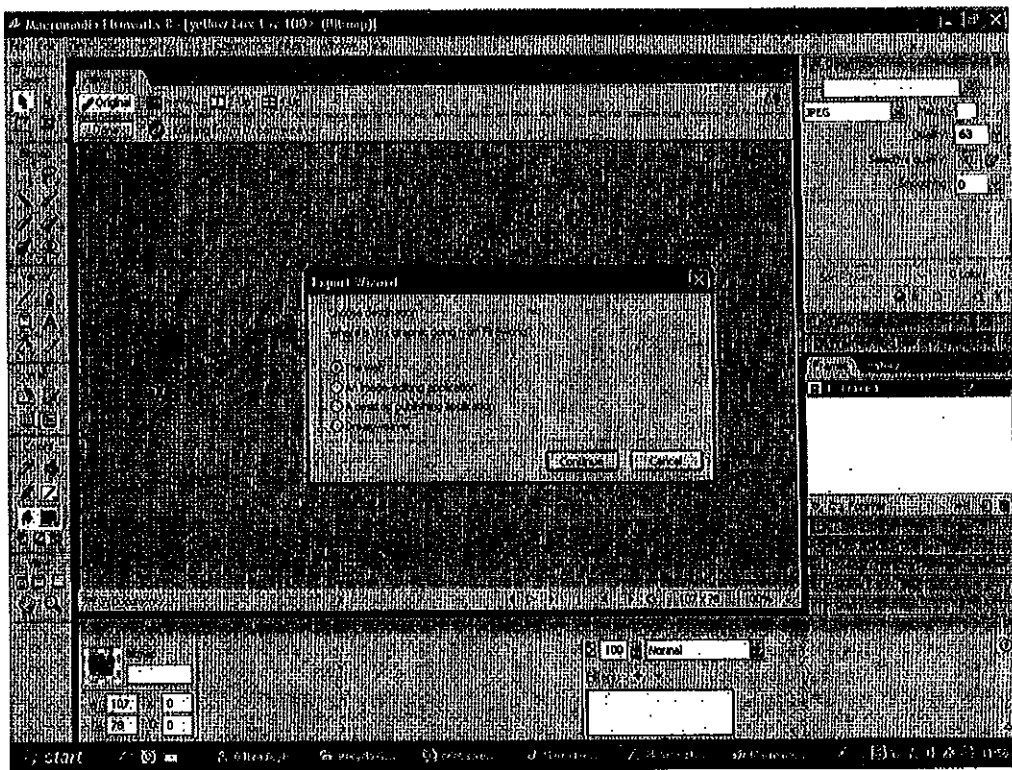


Then I clicked on file, export wizard.

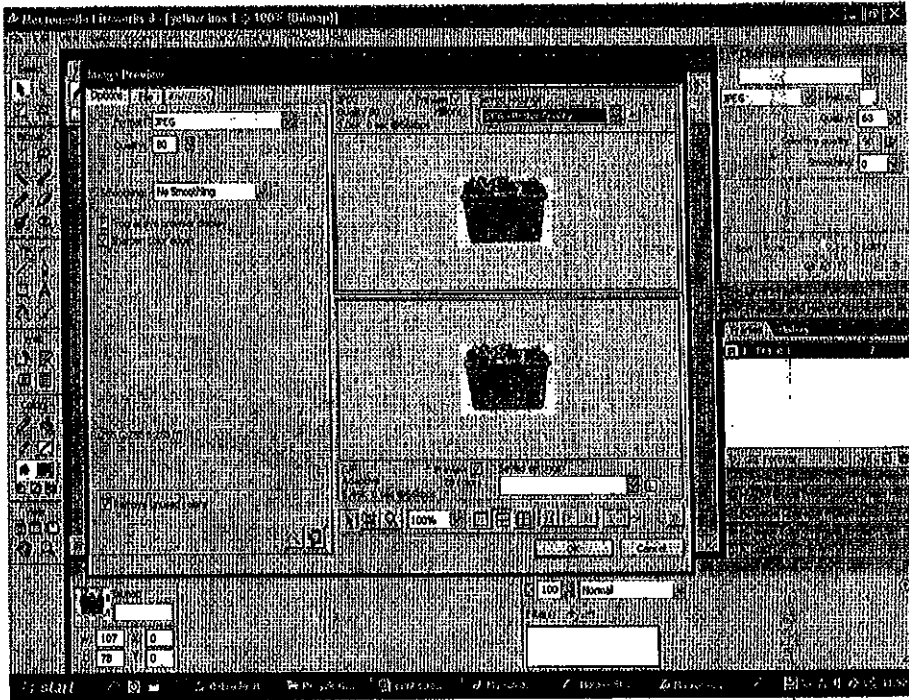




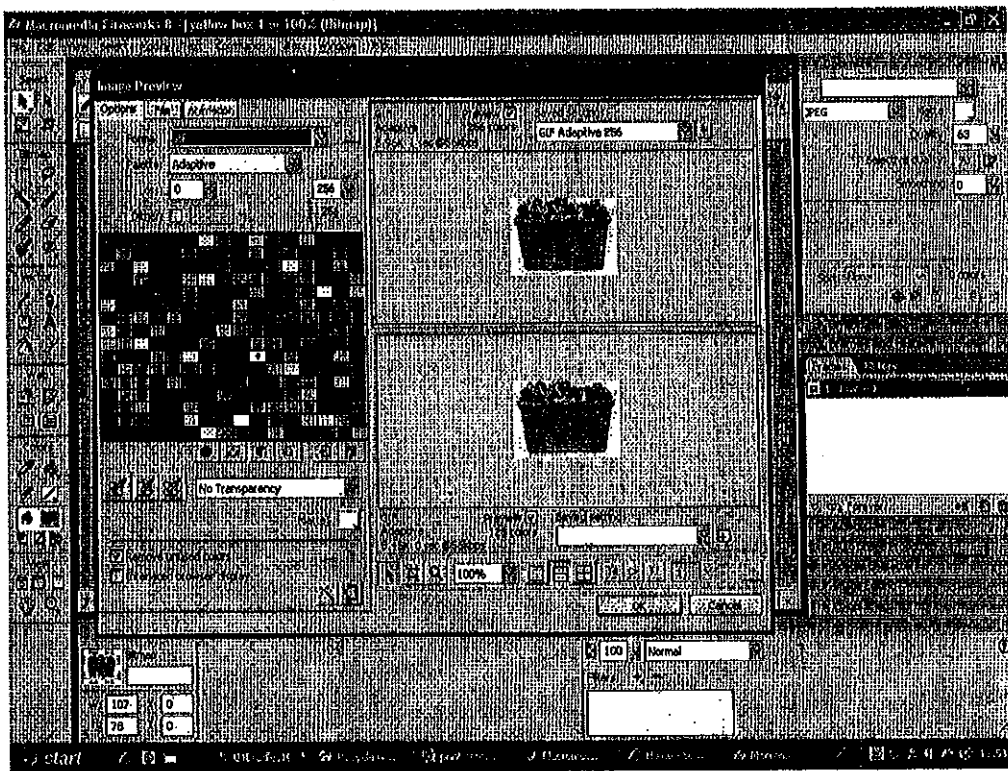
Then I clicked continue.



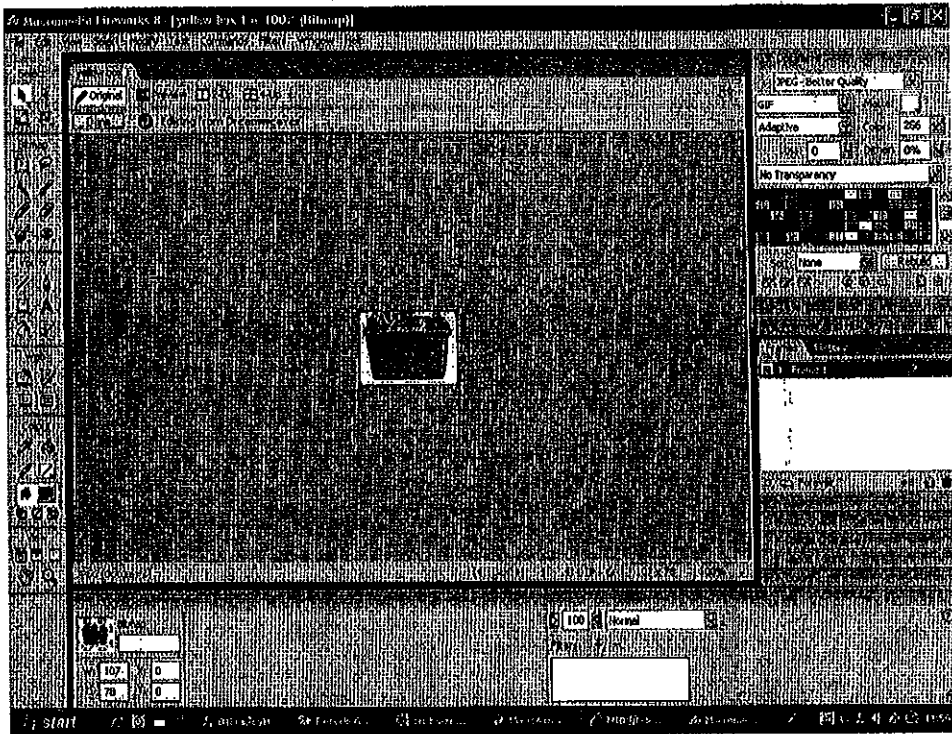
Then I clicked continue.



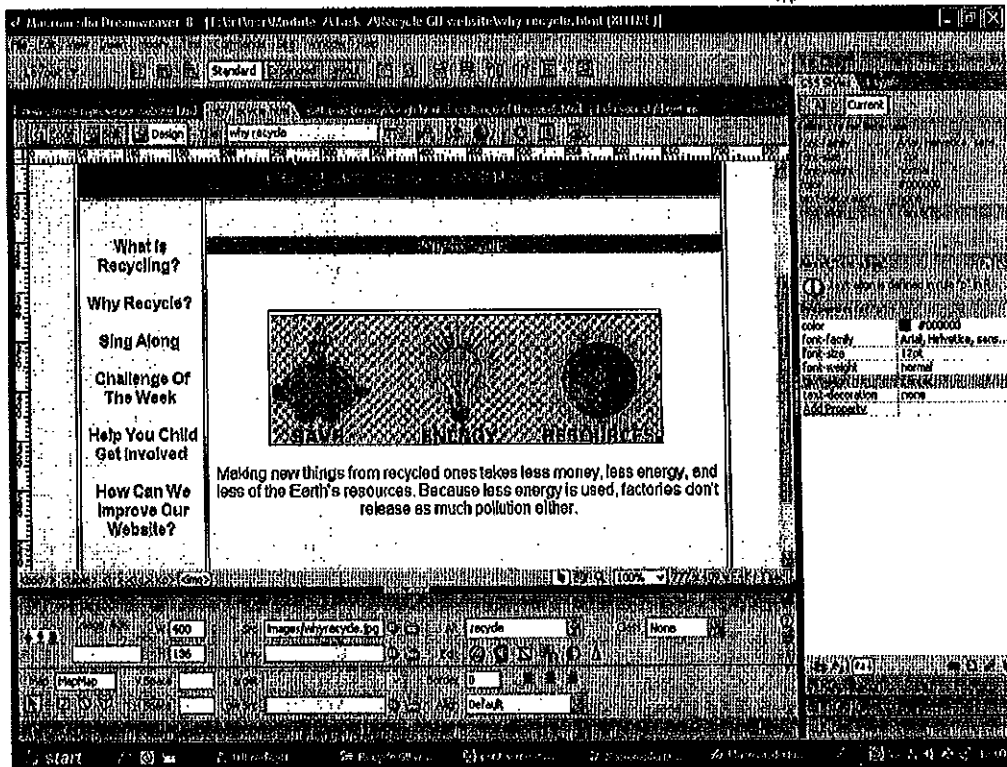
It started of being a Jpeg.



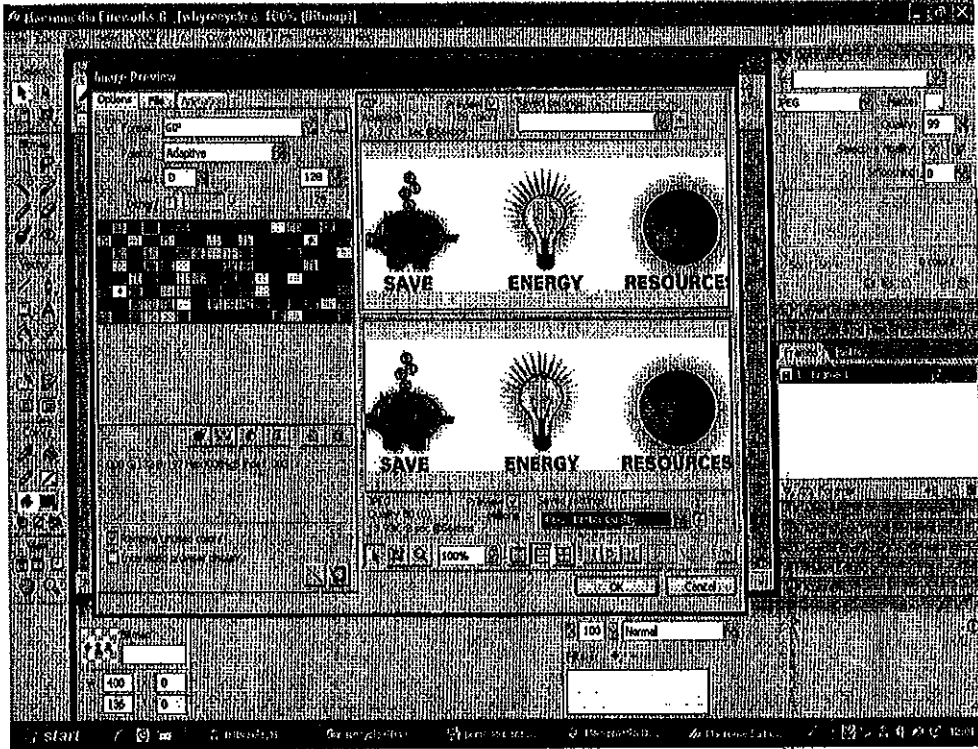
Then I changed it to a GIF.



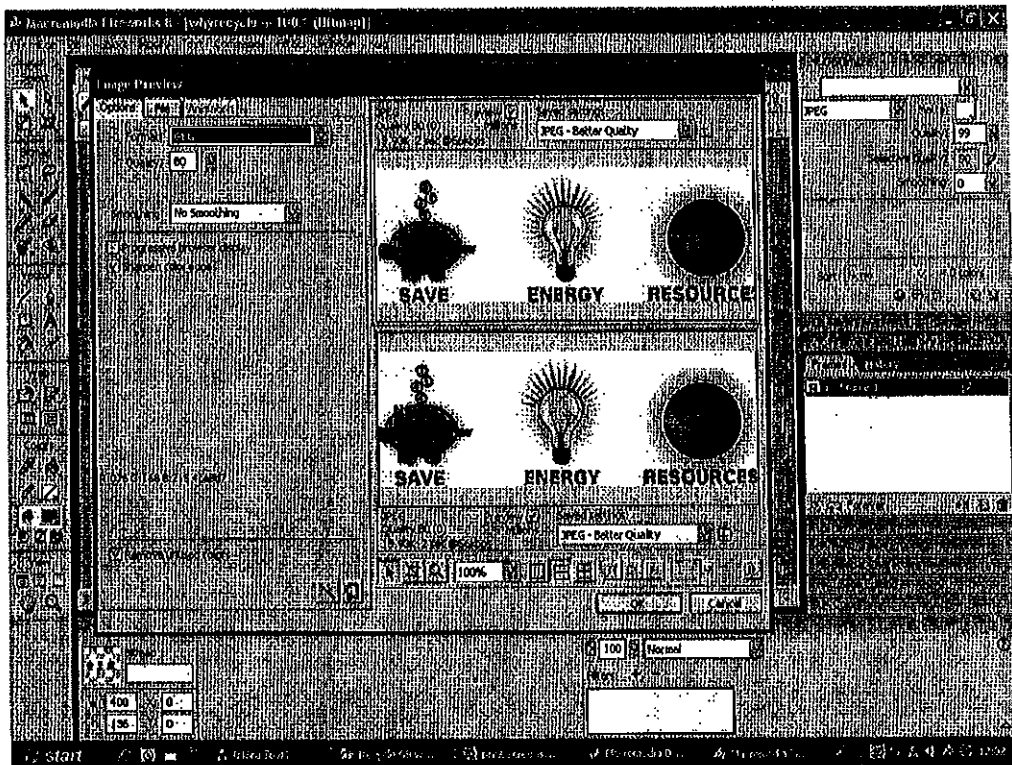
Now my image is better quality and is a GIF.



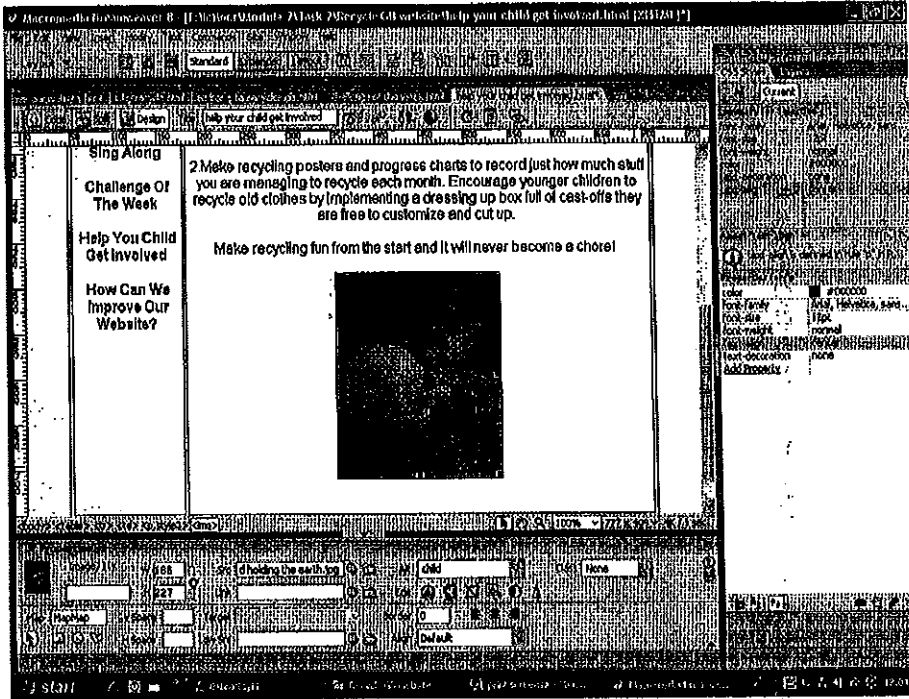
Now I am going to optimize this image on a different page.



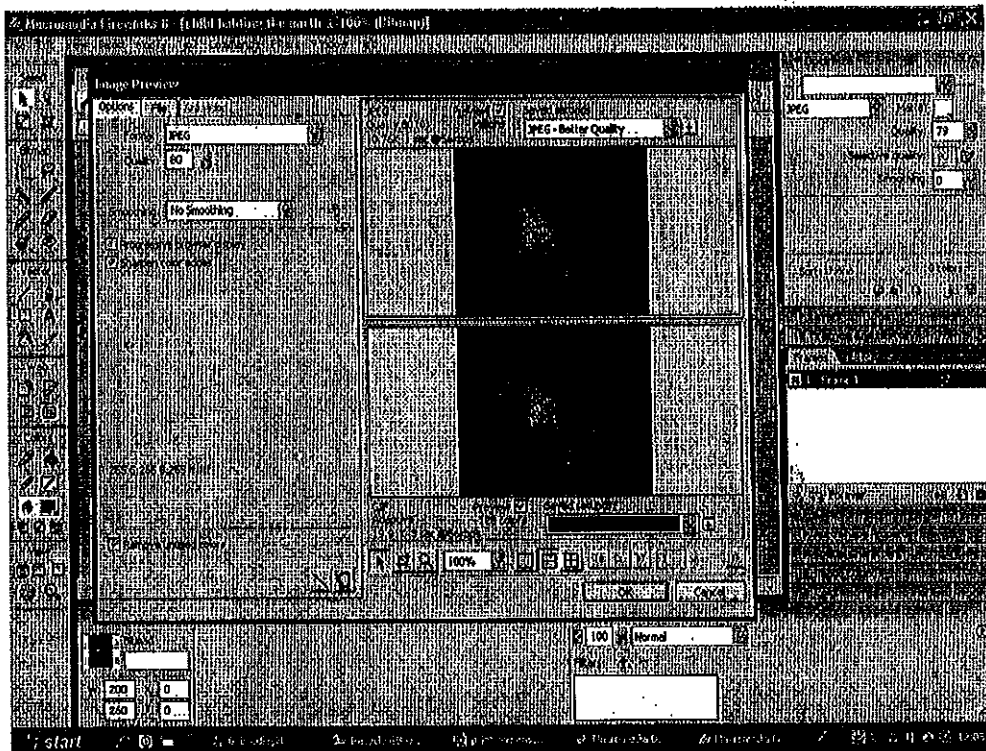
This is my image before I optimize it, the image is a GIF.



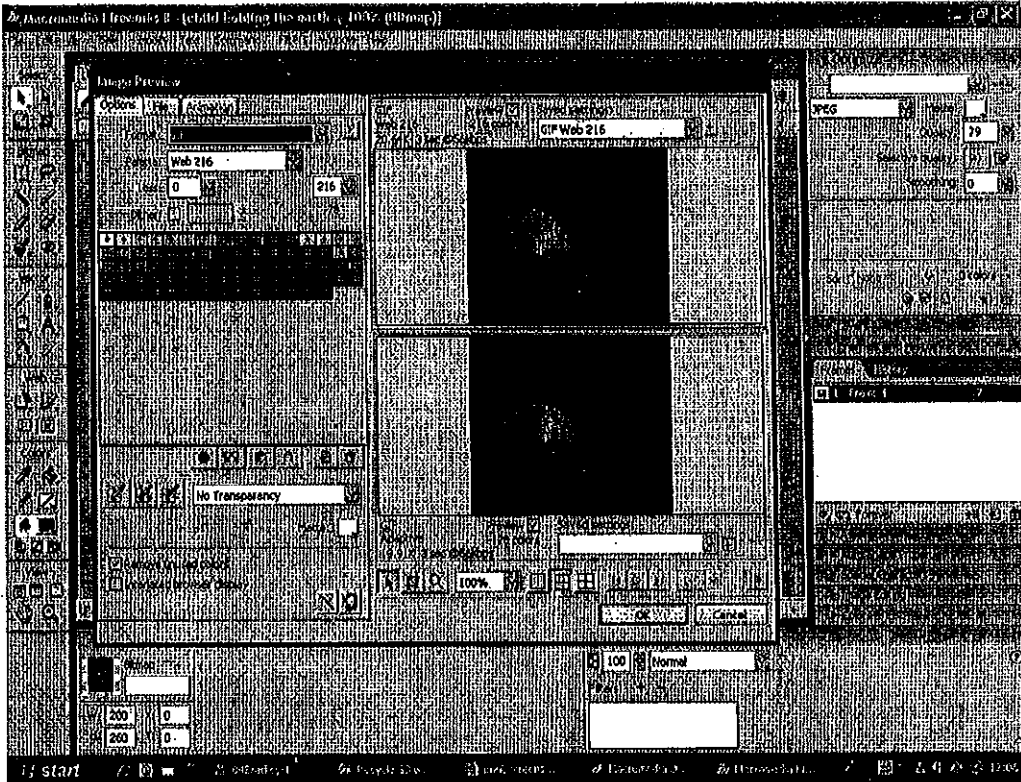
I changed my image to a JPEG. This makes my image look a lot better.



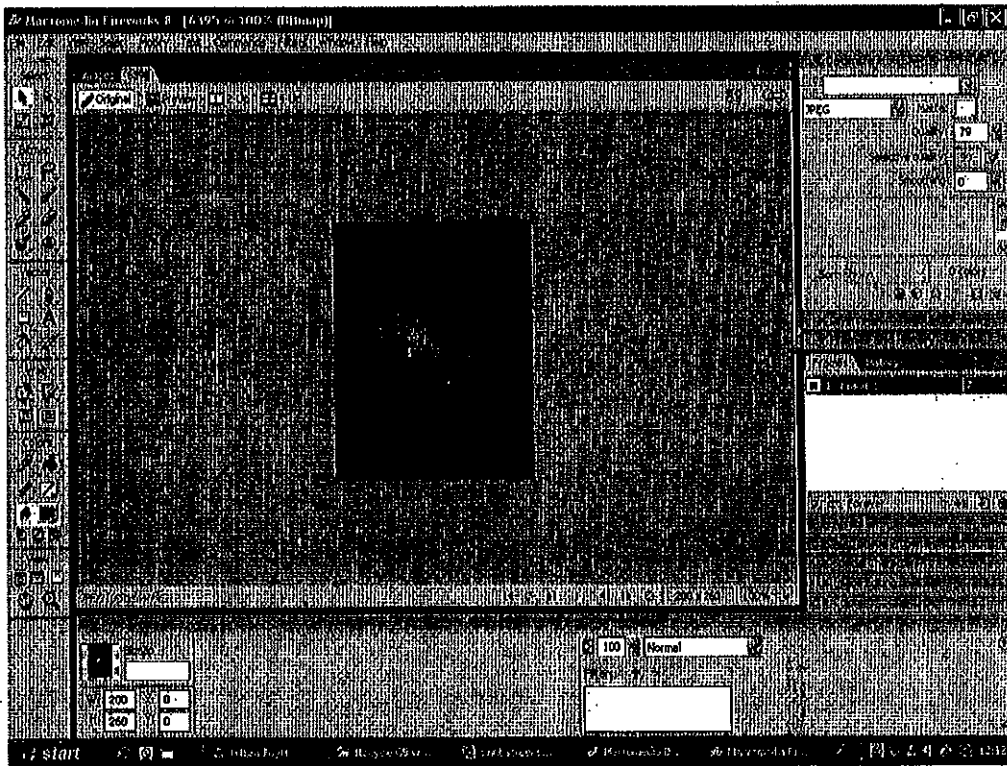
Now I am going to optimize this image, this image is from a different page.



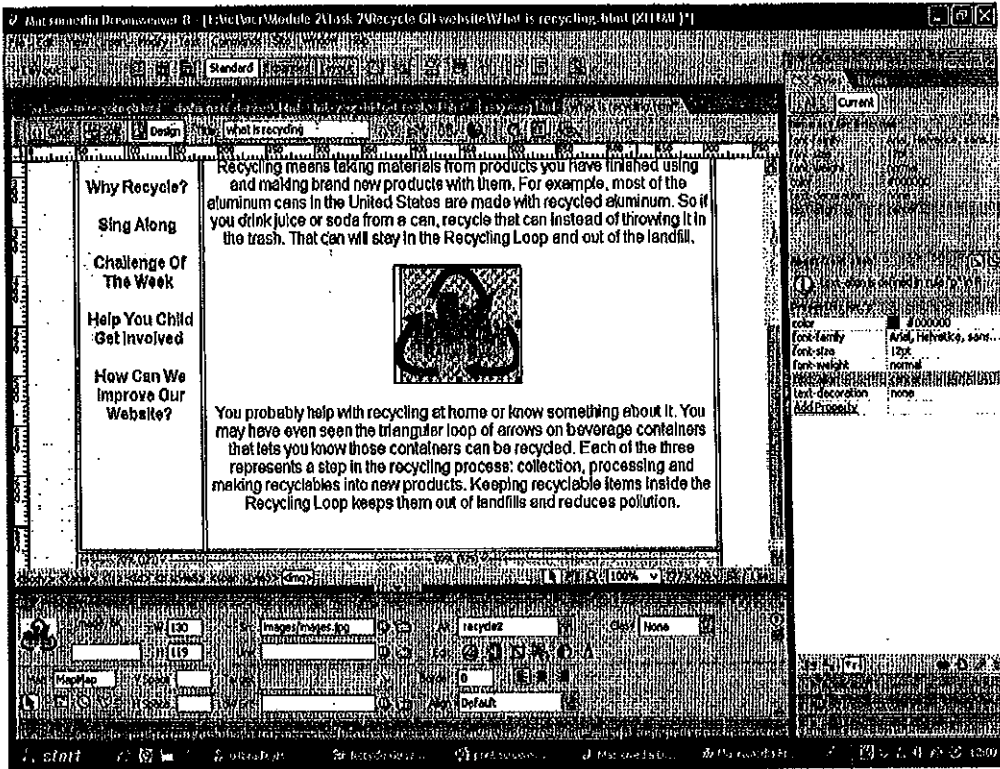
Before this image was a JPEG.



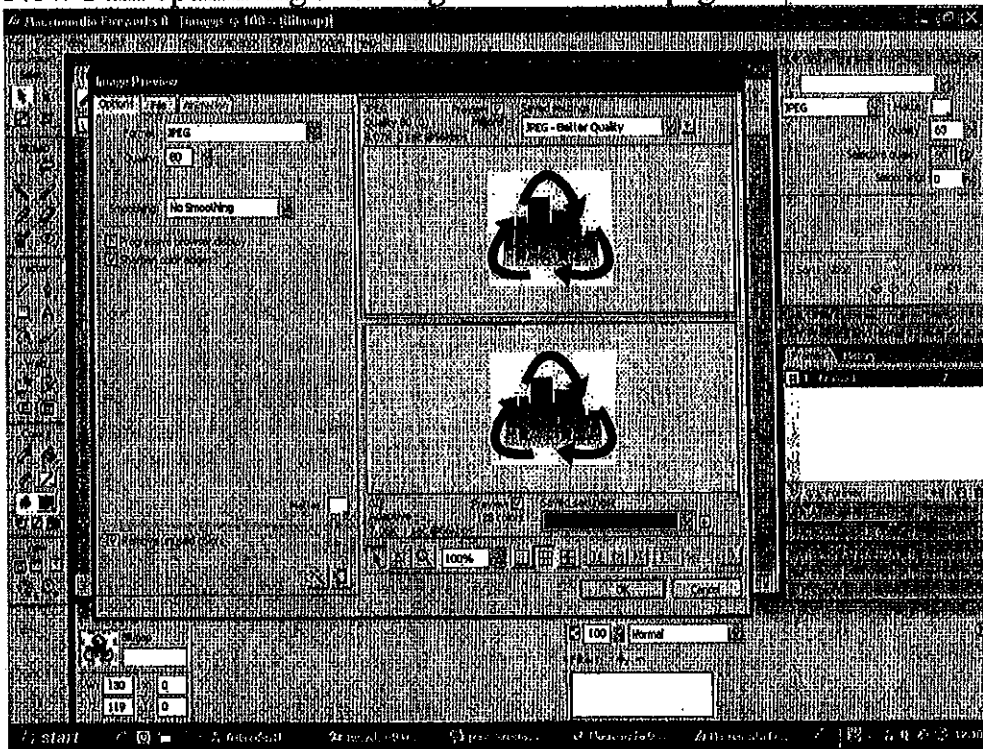
Then I changed it to a GIF.



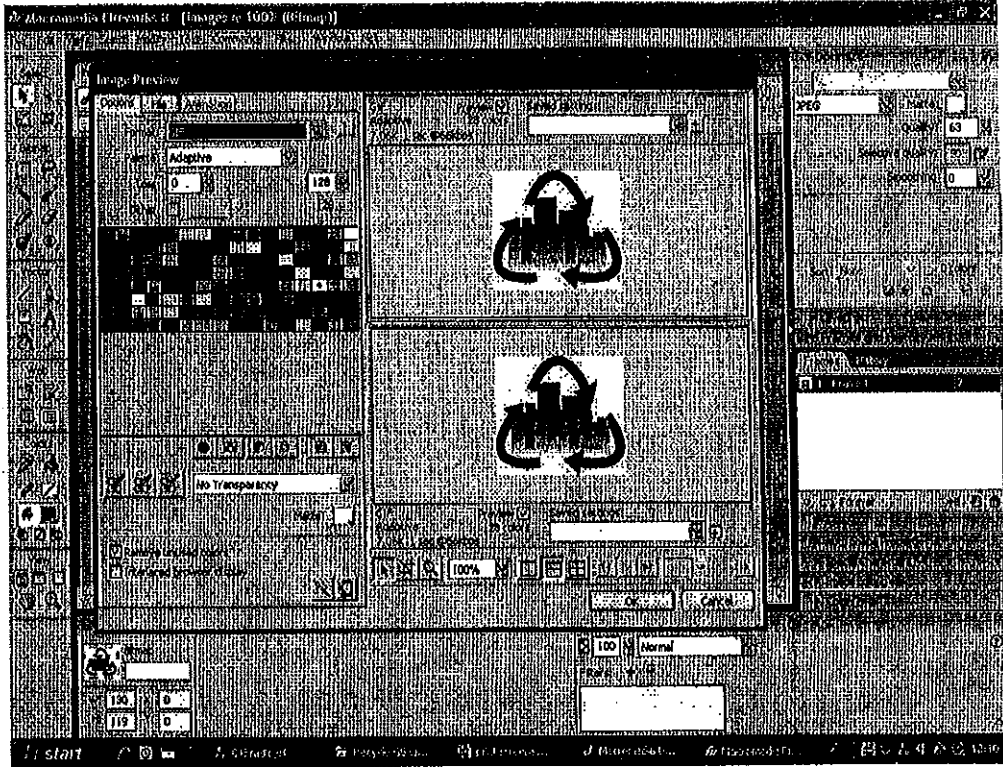
The finished image.



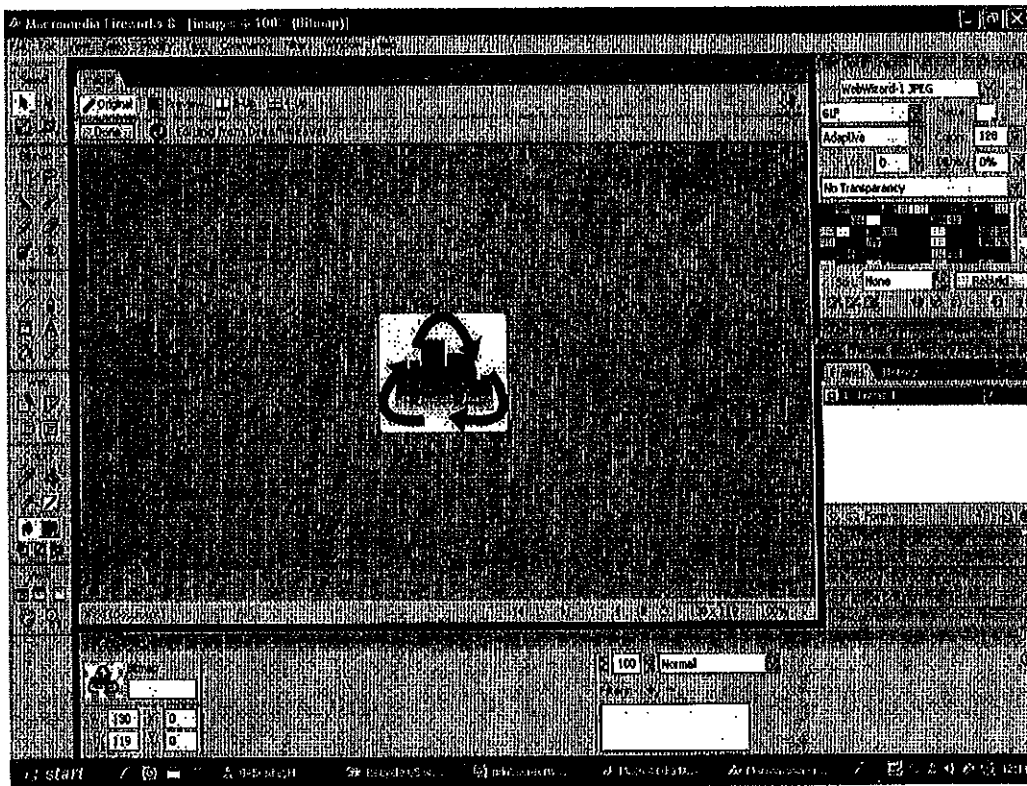
Now I am optimizing this image of a different page.



This image started off as a JPEG.

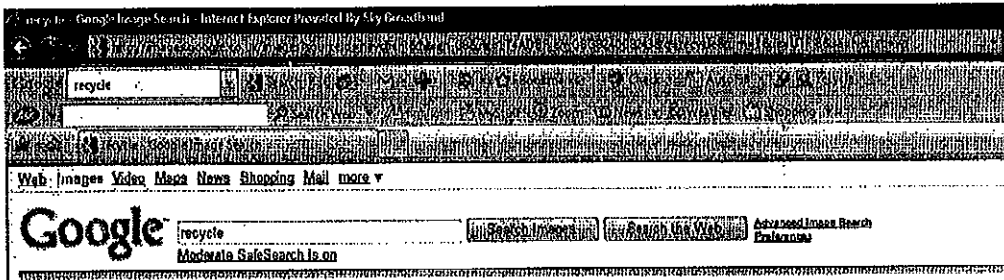


I then changed it to a gif so it looks better.

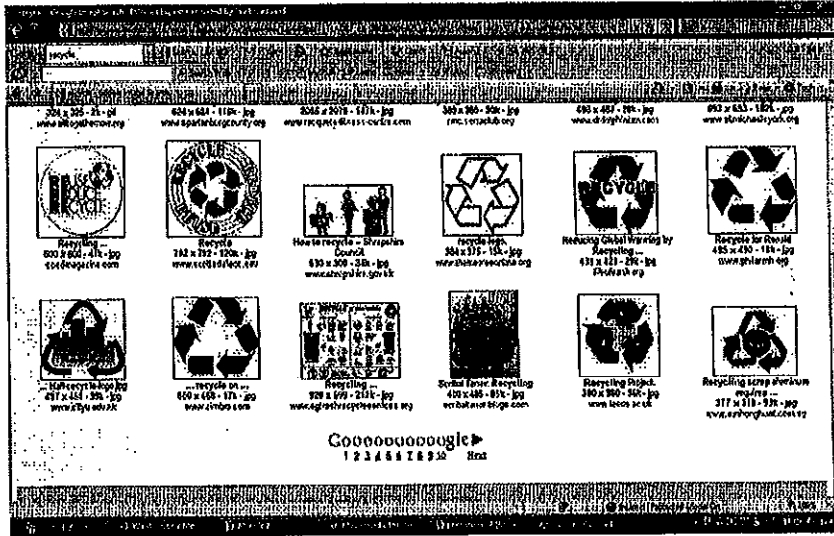


The finished image.

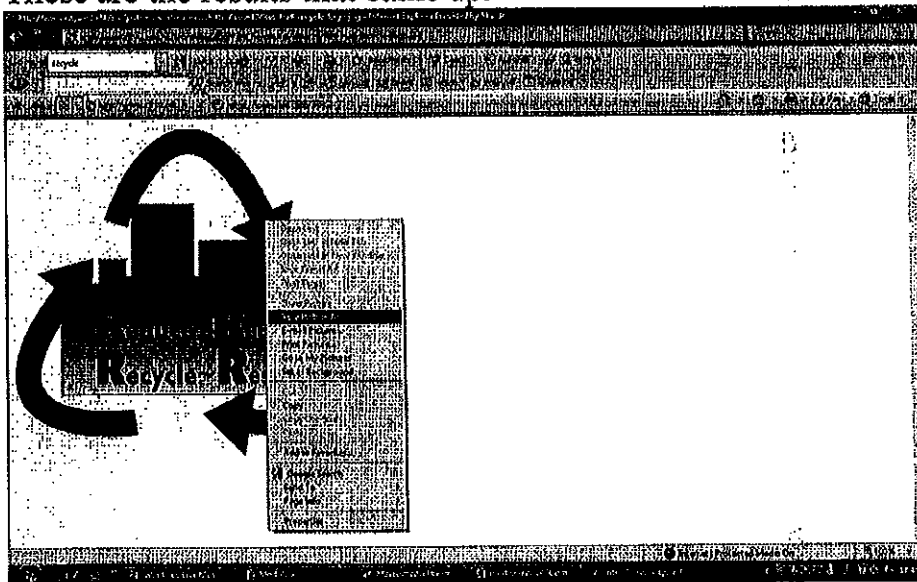




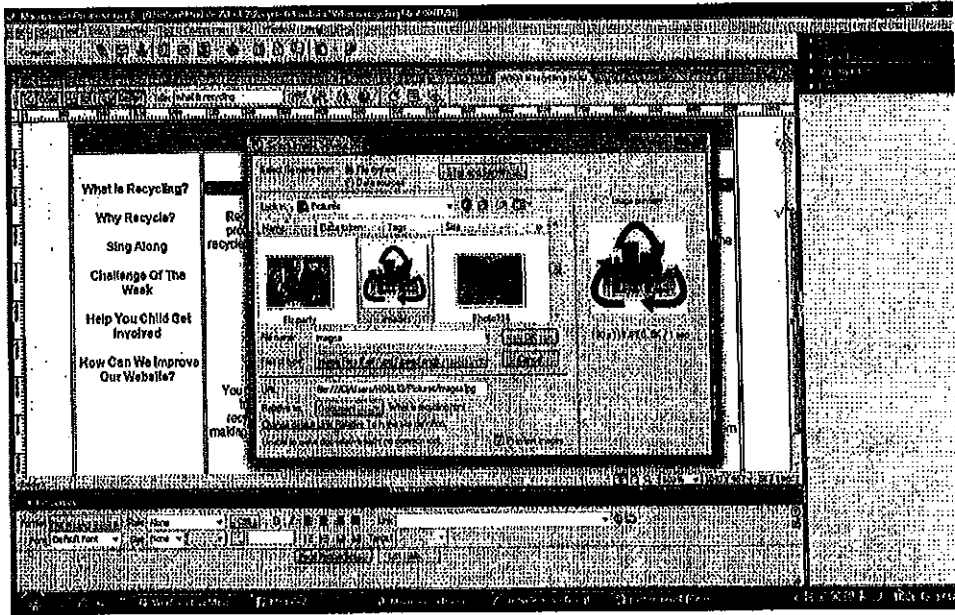
I typed in recycle on Google so I could find some images for my website.



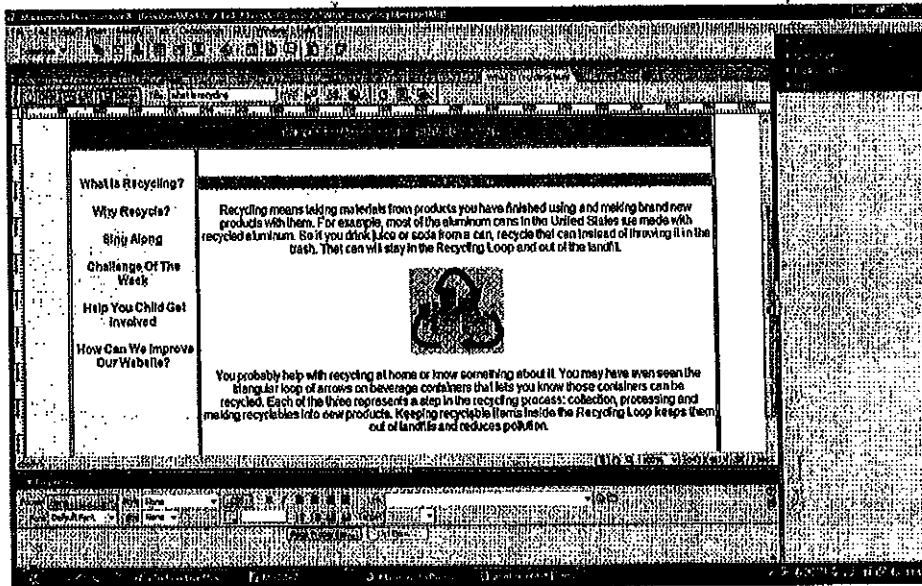
These are the results that came up.



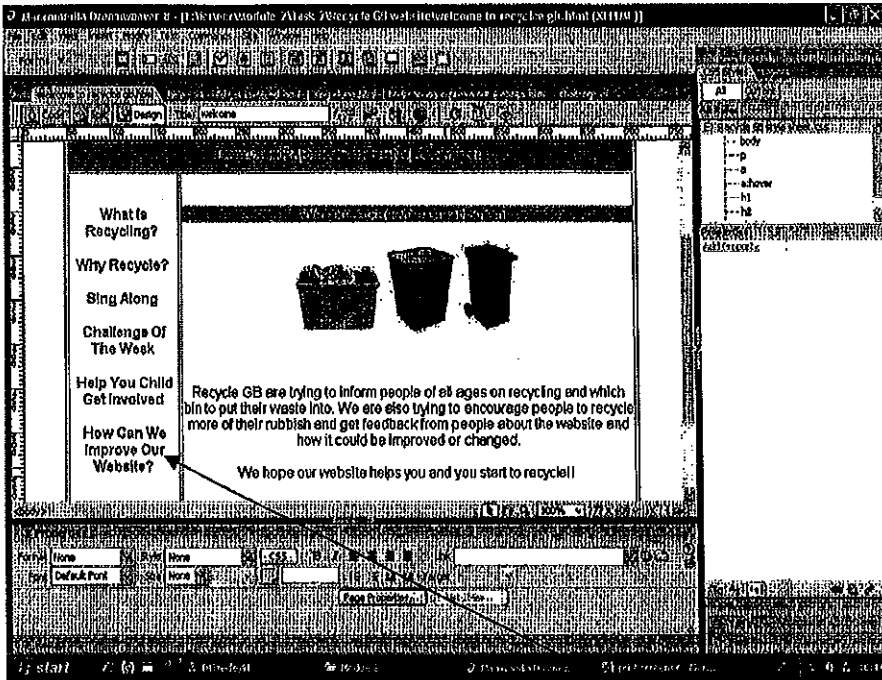
I found a picture I liked I right clicked it clicked on save image as.



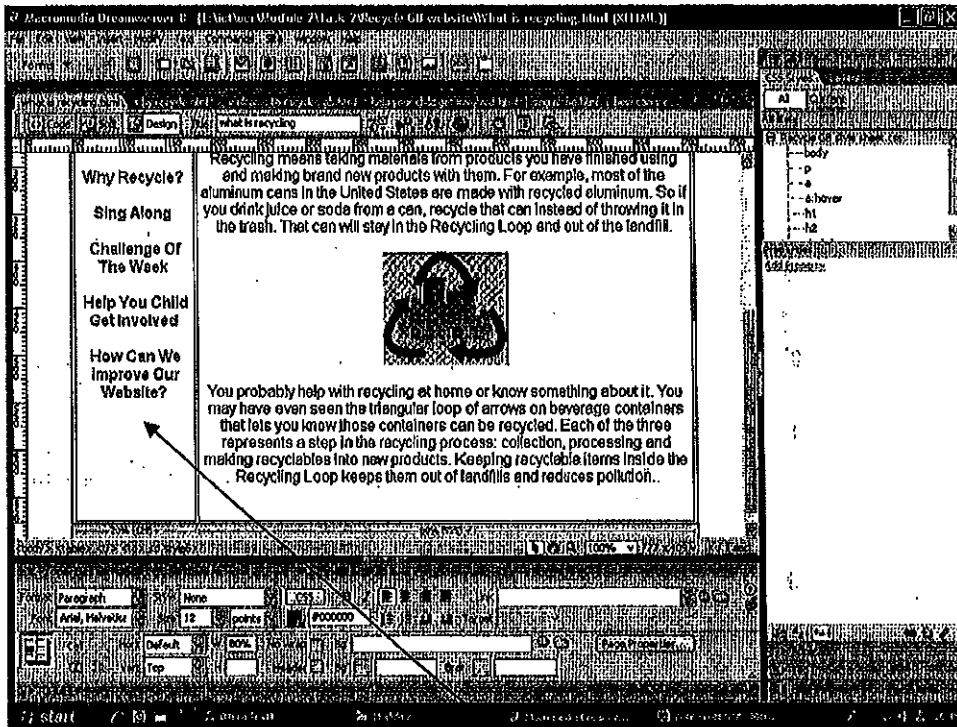
I then went on insert image and I browsed through my folders to find the image I want then I clicked ok.



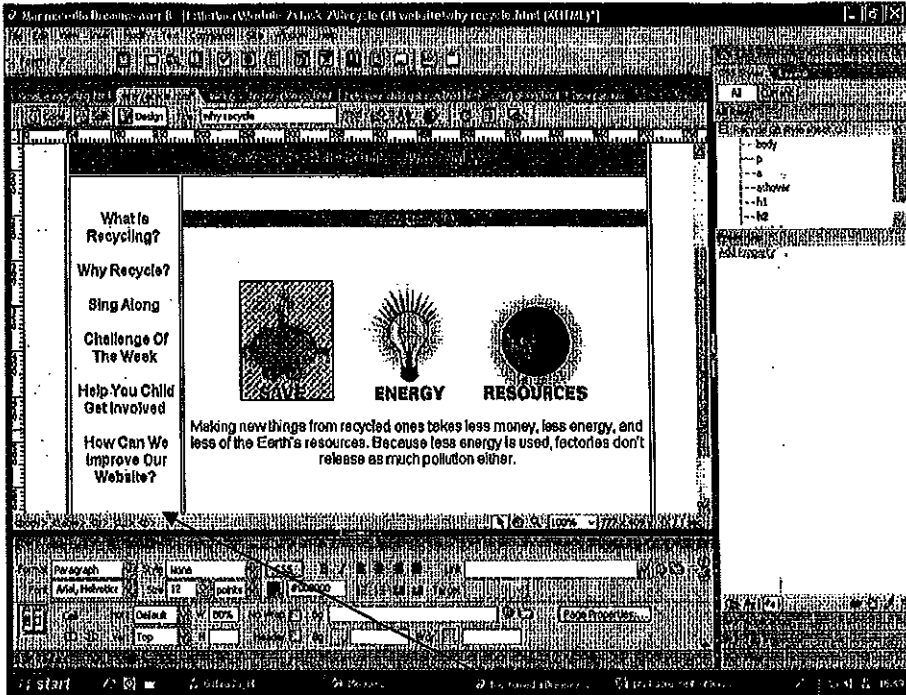
Now my image is on my webpage.



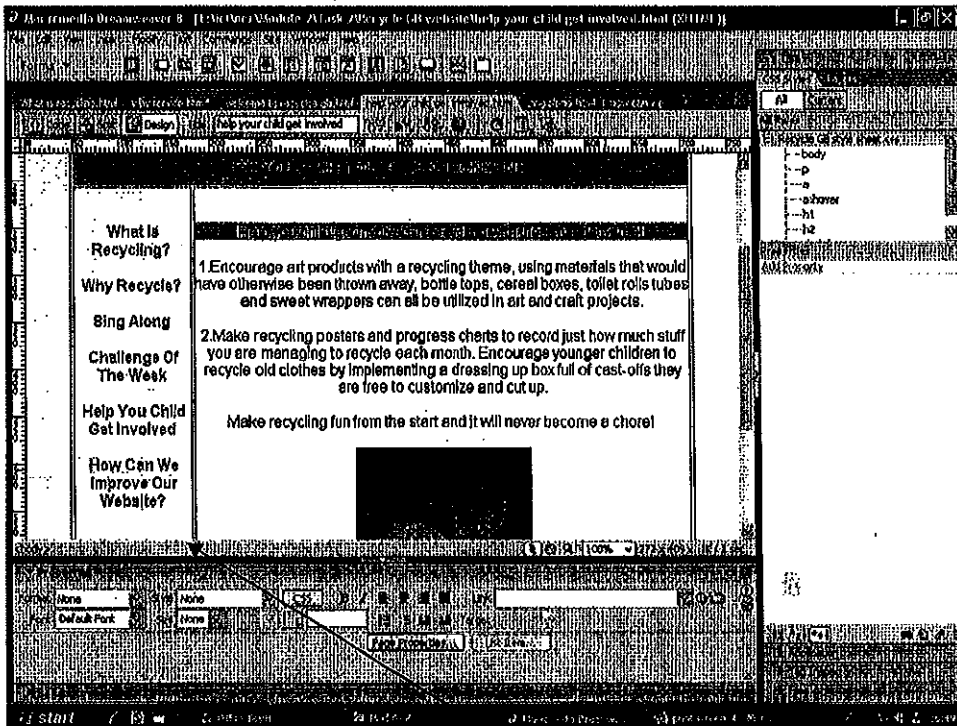
This is my welcome page; I have all my links to the other pages in my website.



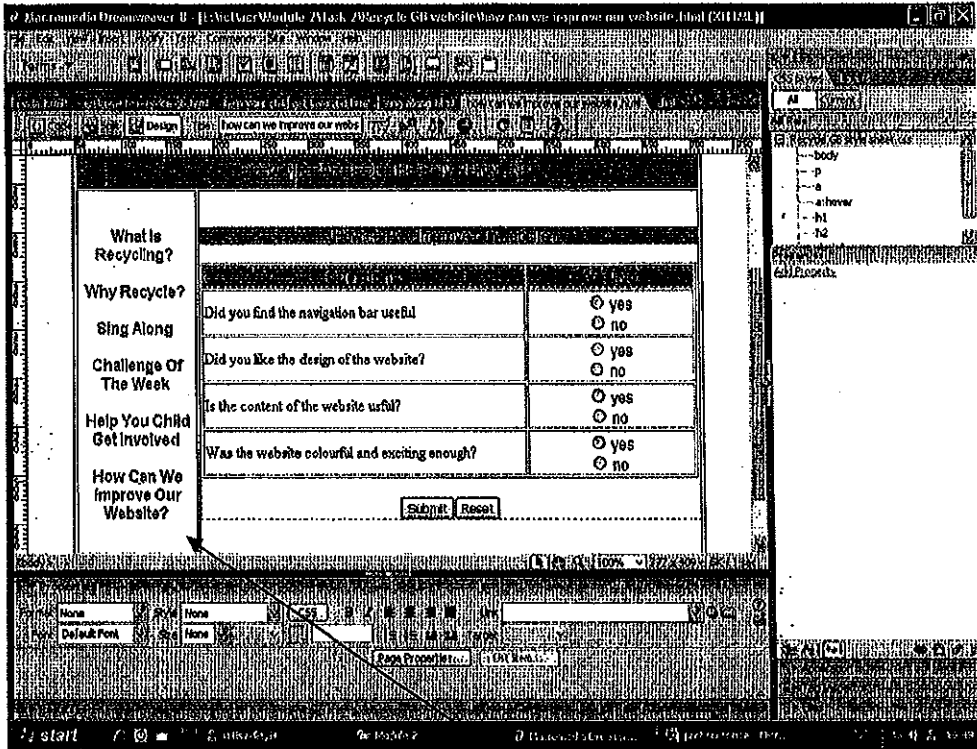
On every other page I have the same links to help it easy to navigate around my website.



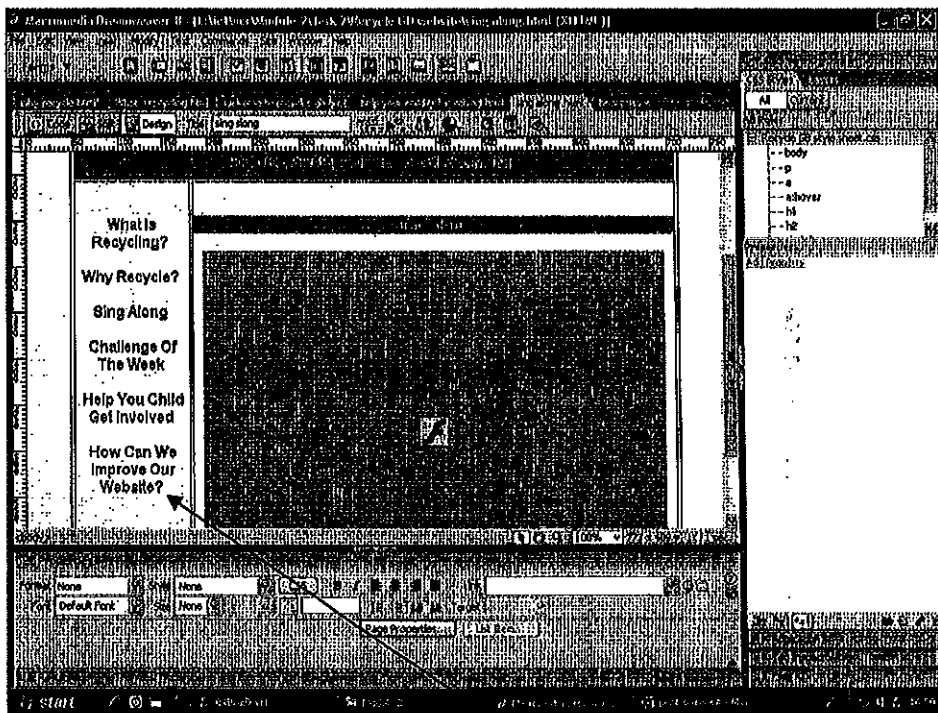
On every other page I have the same links to help it easy to navigate around my website.



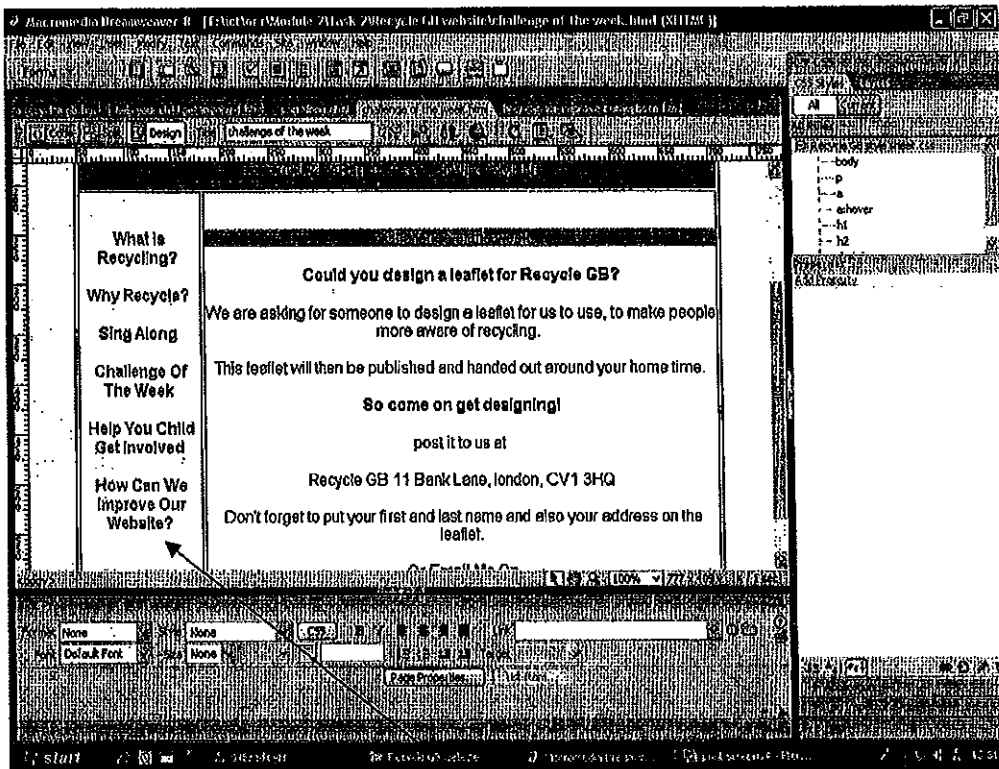
On every other page I have the same links to help it easy to navigate around my website.



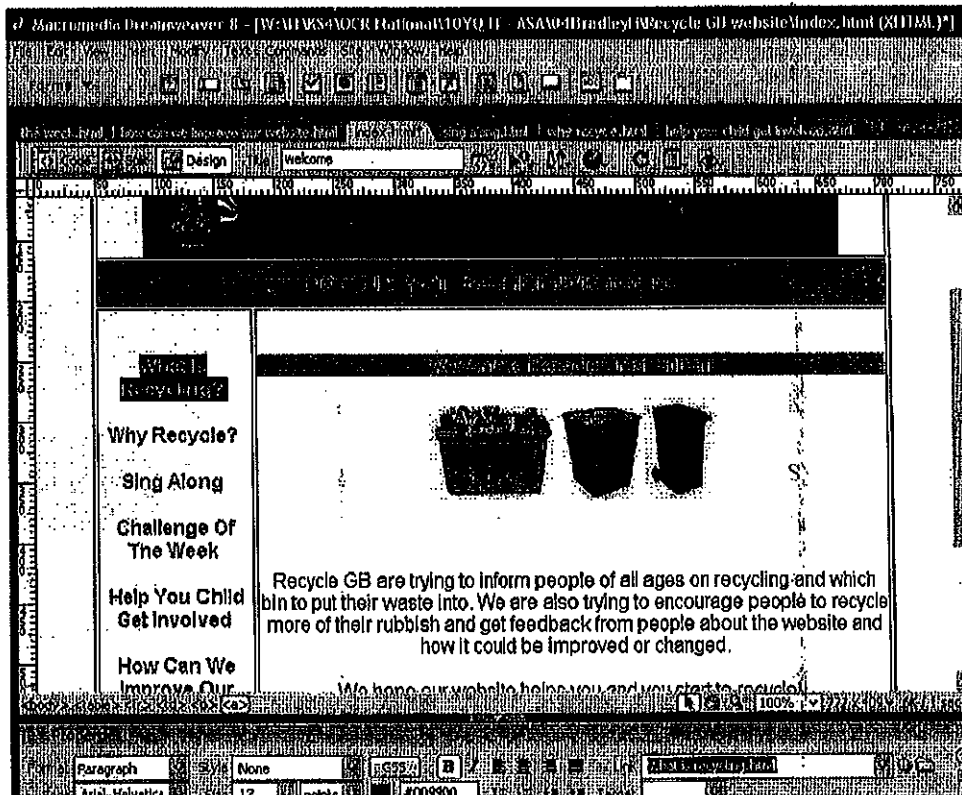
On every other page I have the same links to help it easy to navigate around my website.



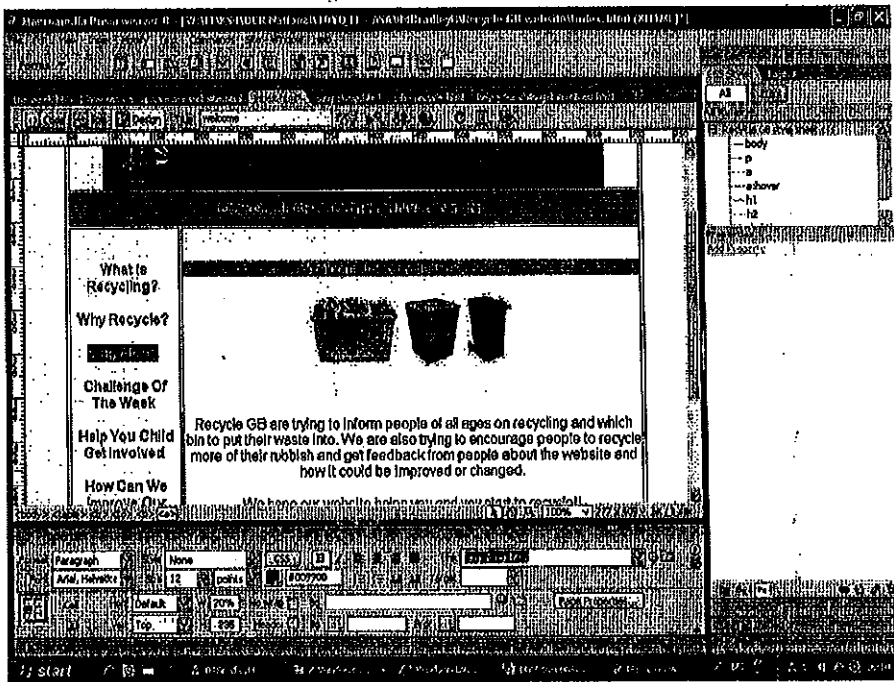
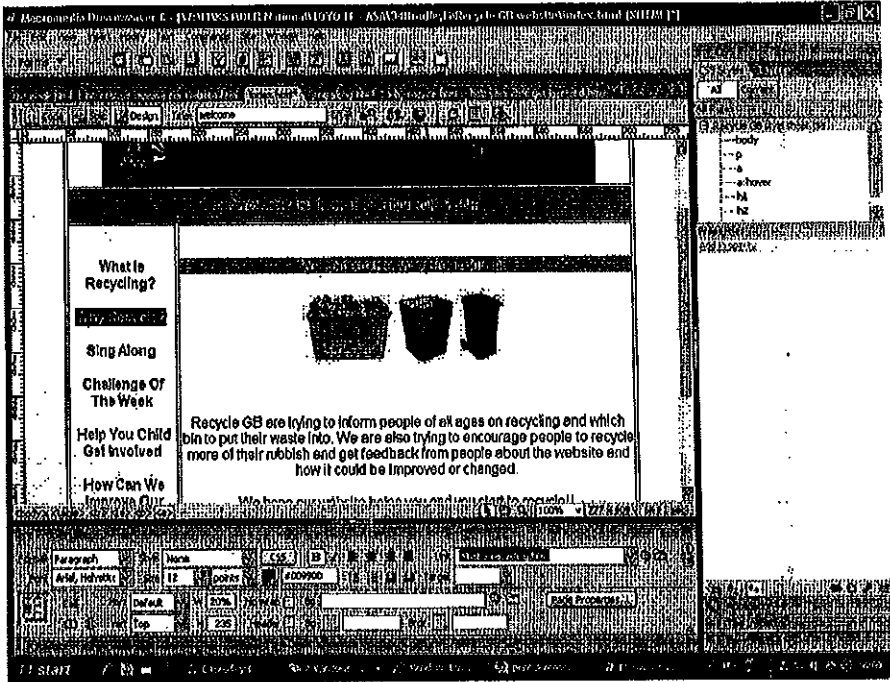
On every other page I have the same links to help it easy to navigate around my website.

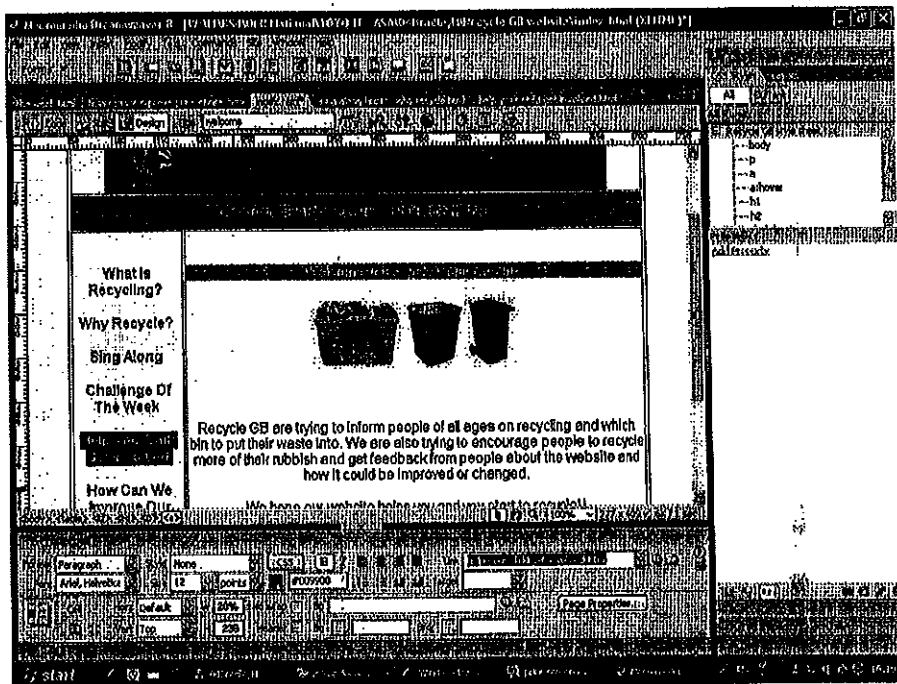
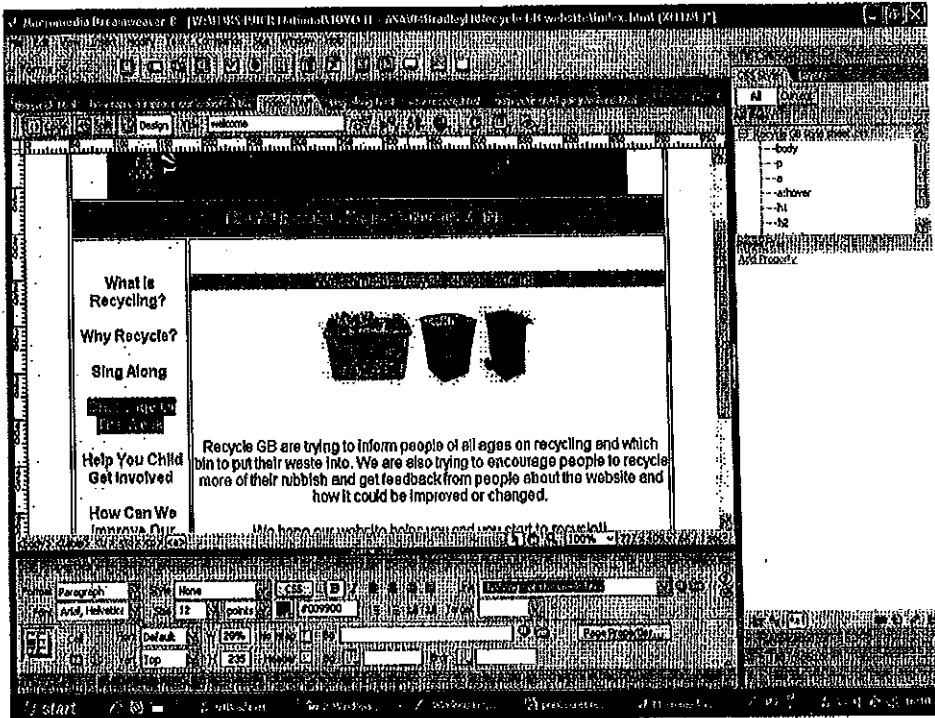


On every other page I have the same links to help it easy to navigate around my website.

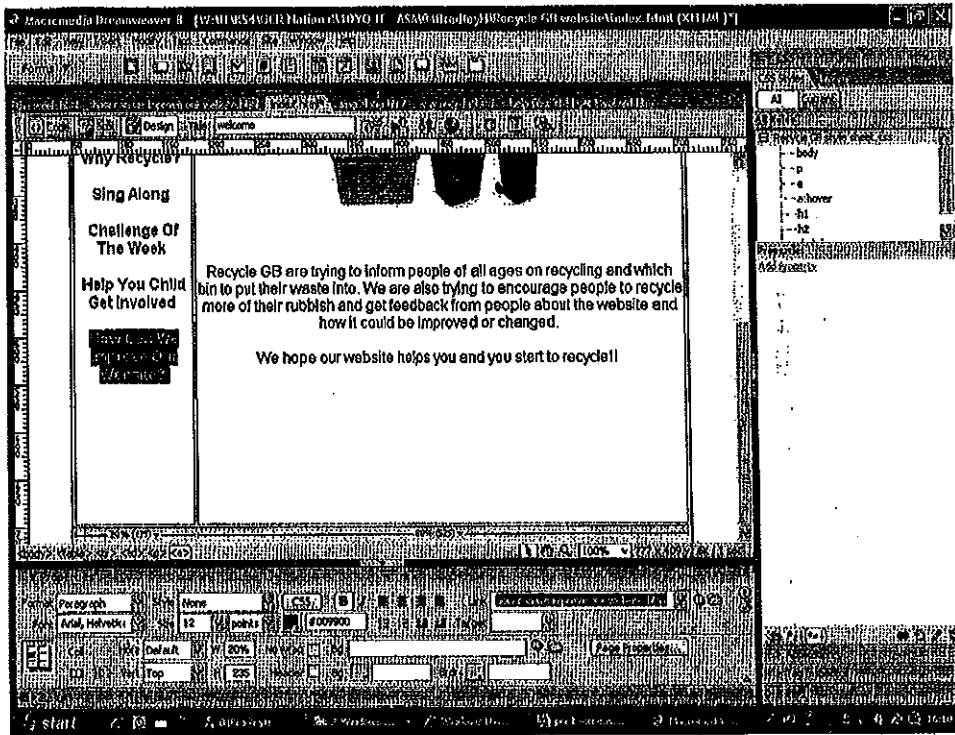


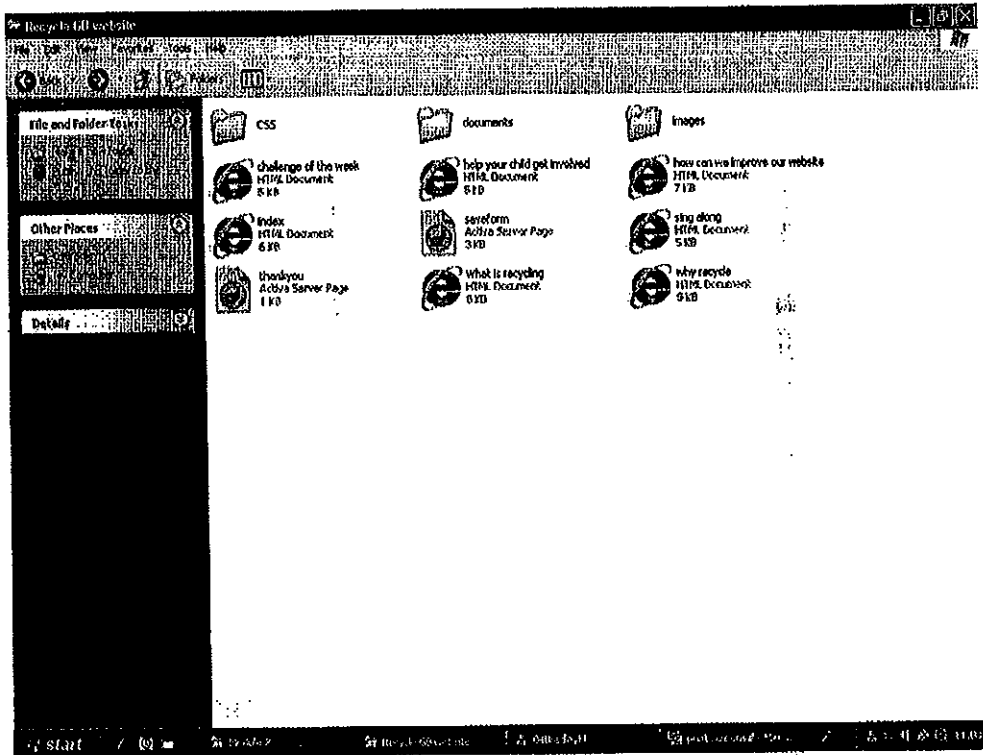
I have linked my pages to the correct page. The screenshots below show all the link I have done and how they have been linked correctly.



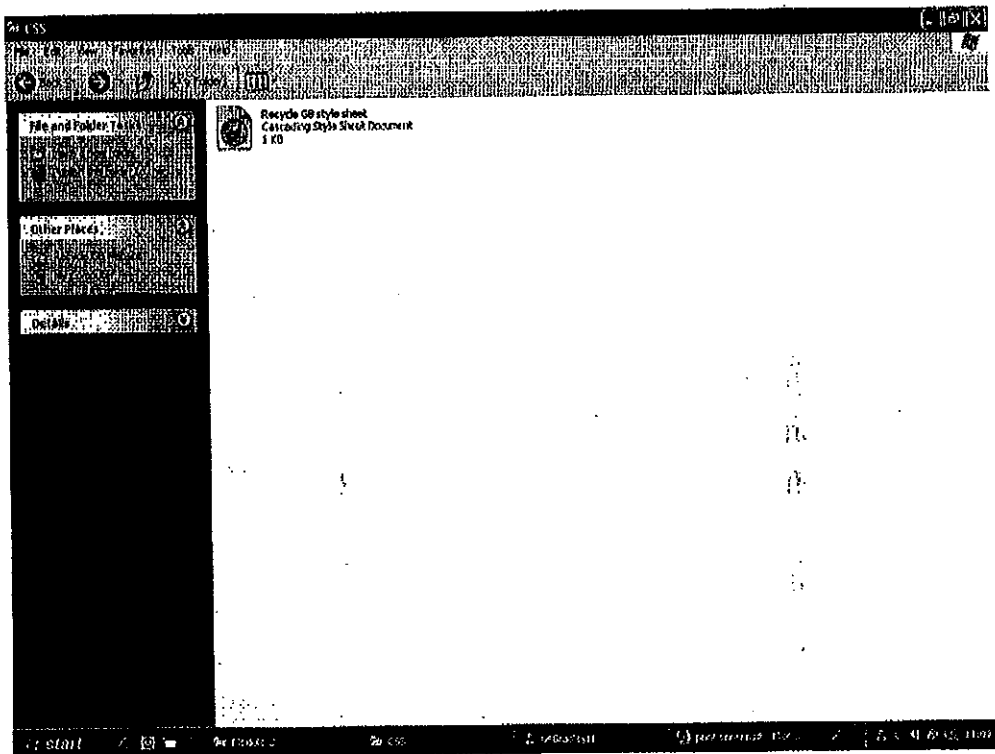




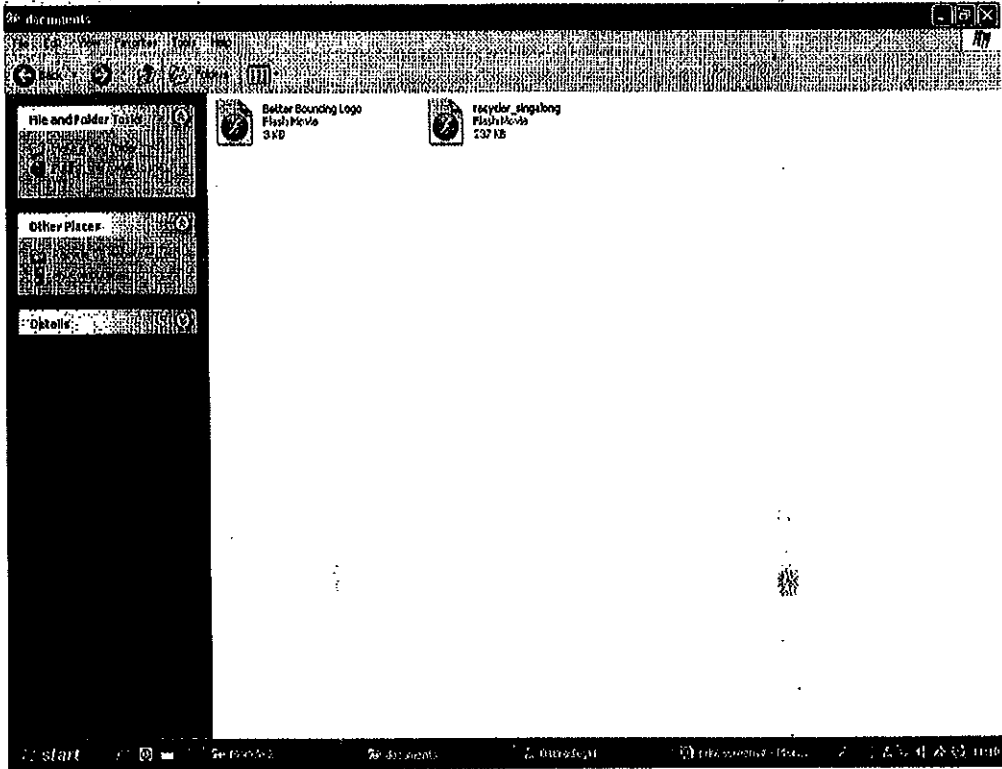




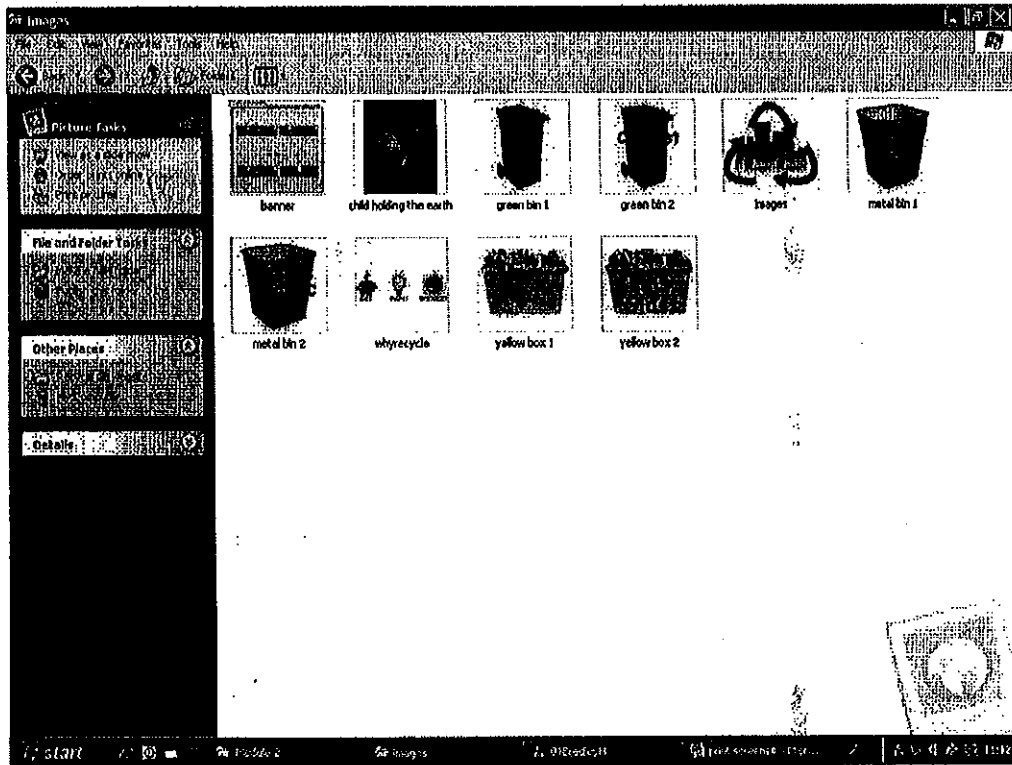
This is my recycle GB website folder. It has correctly named folders for my work that I have used with in my website. All my web pages have been correctly named



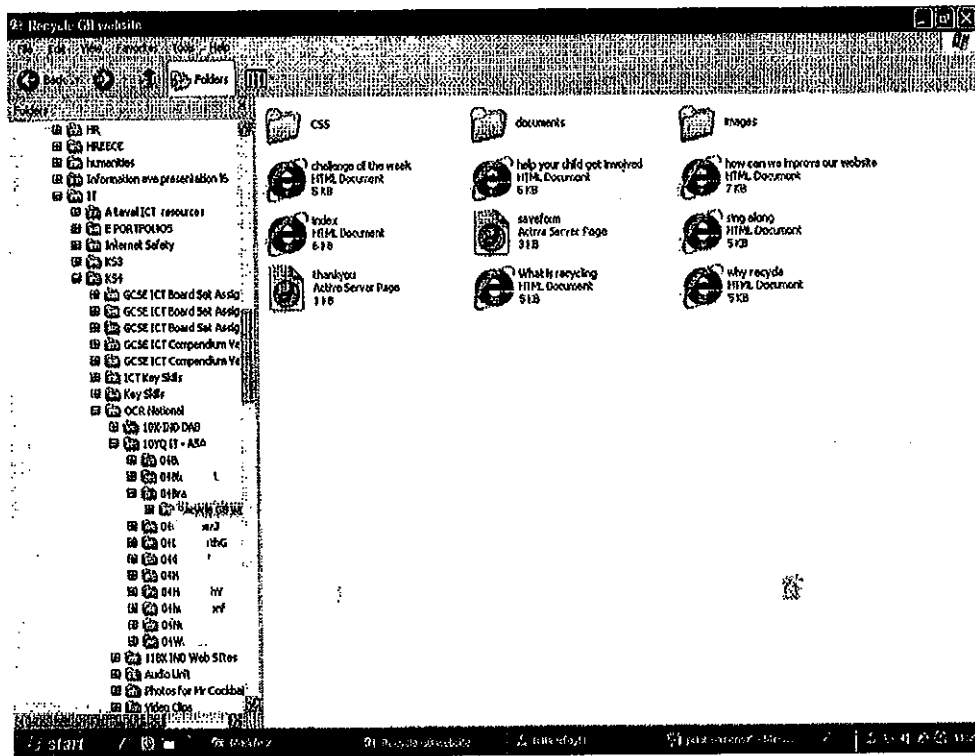
My css folder has my css style sheet in it.



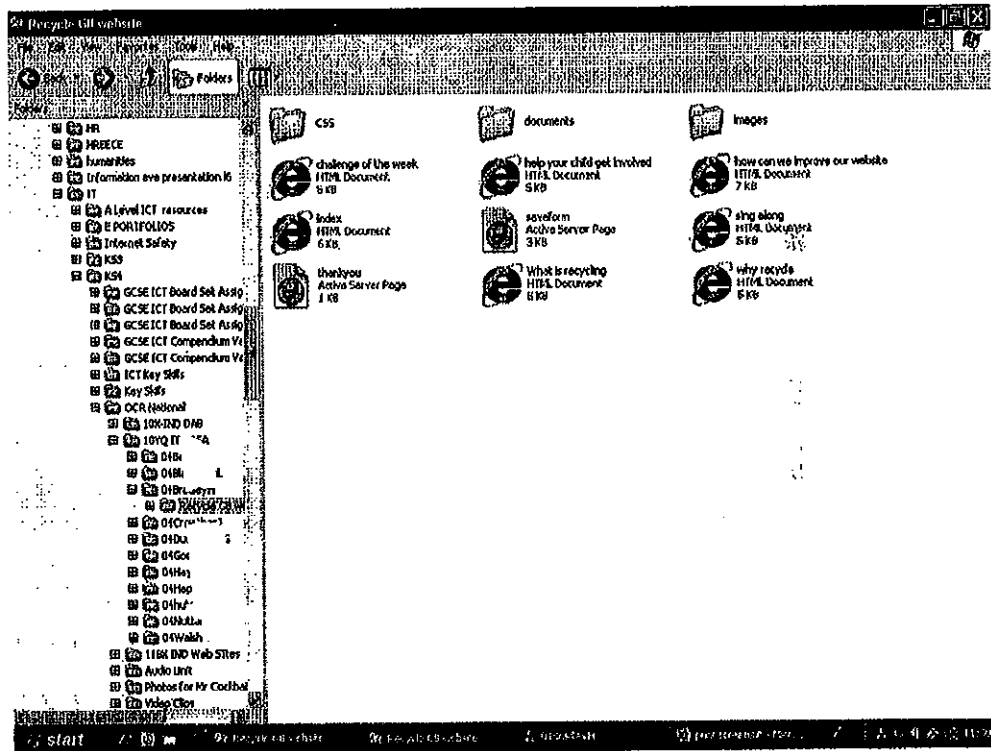
My documents folder has my flash inside of it.



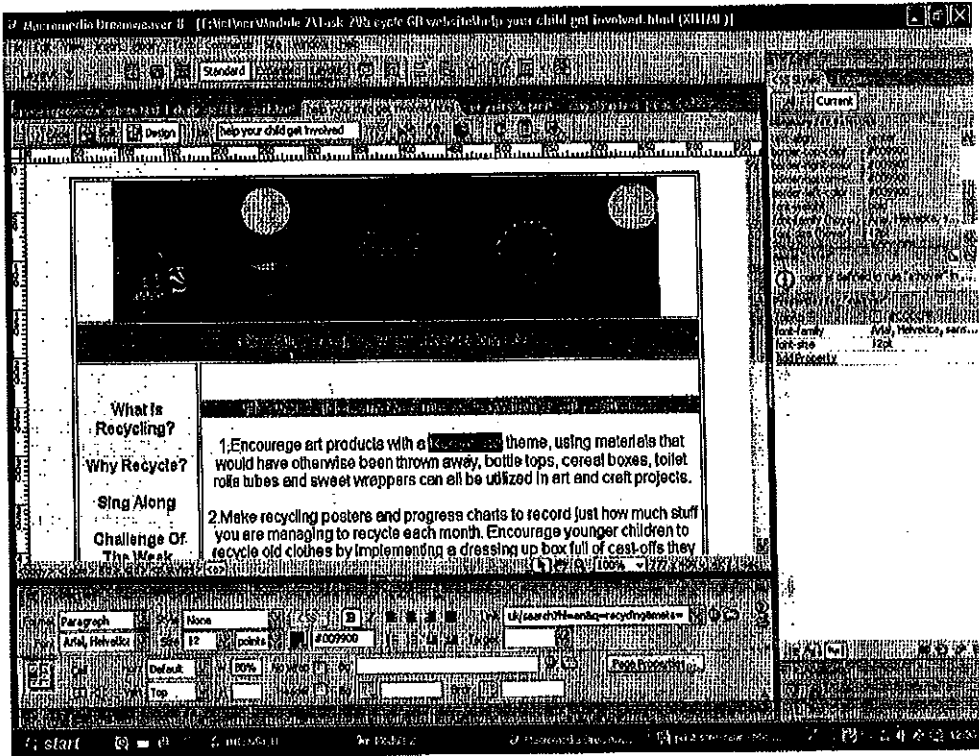
In my images folder are all my images that I used in my website, which are all correctly named.



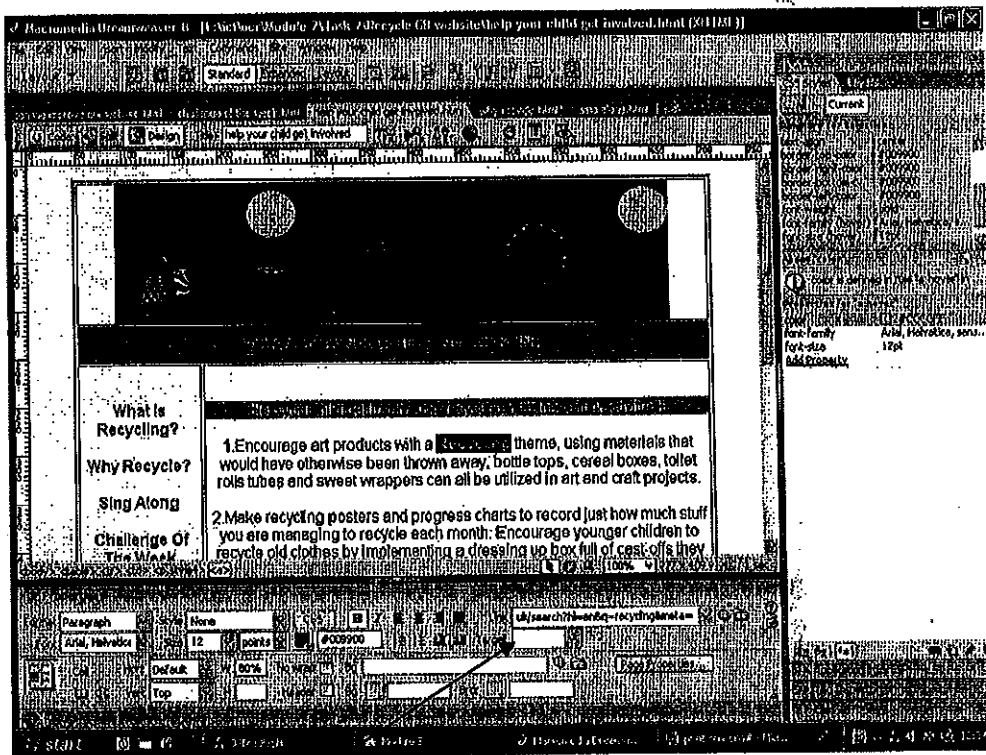
This print screen shows that my website folder is backed up on the school network.



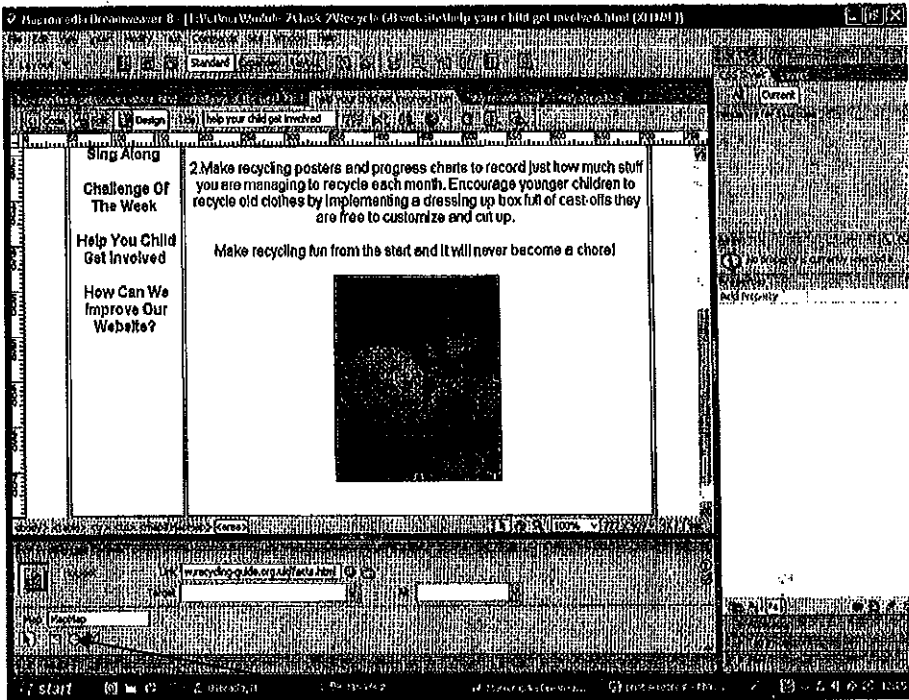
This screen shot shows that my website is on my usb pen.



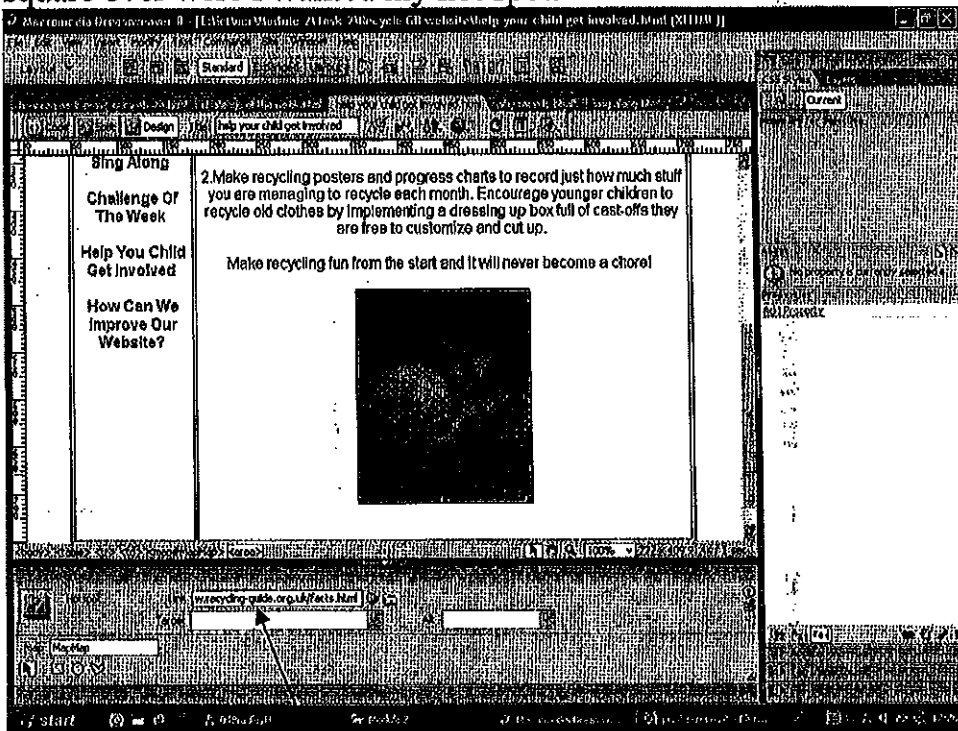
I highlighted the word I wanted for my link to another site.



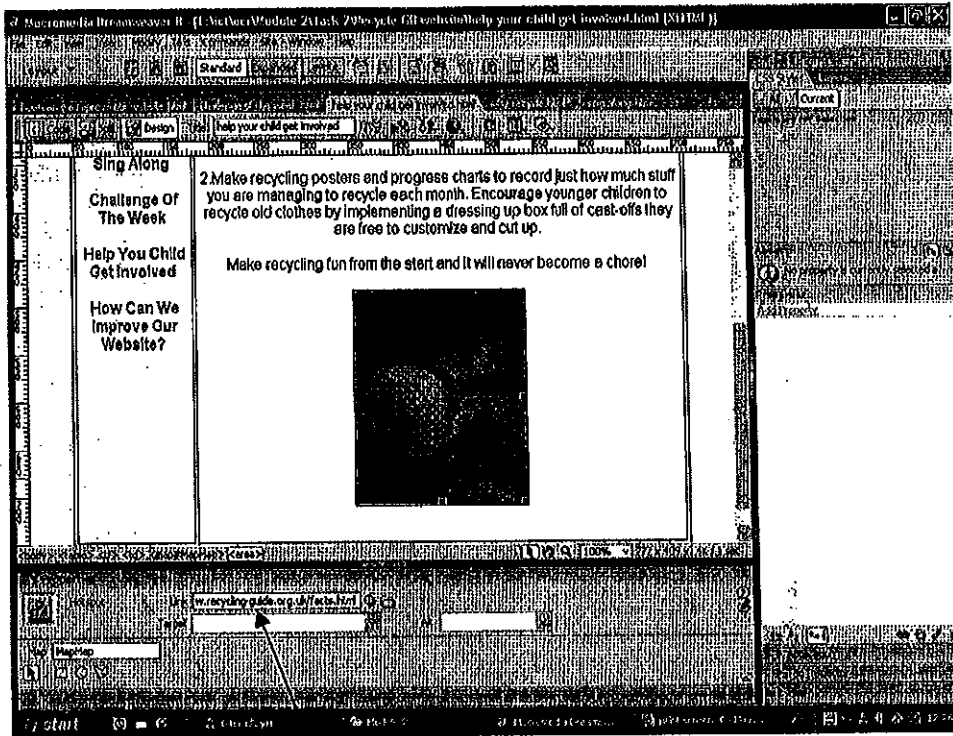
I then wrote the link to where I wanted it to lead you to.



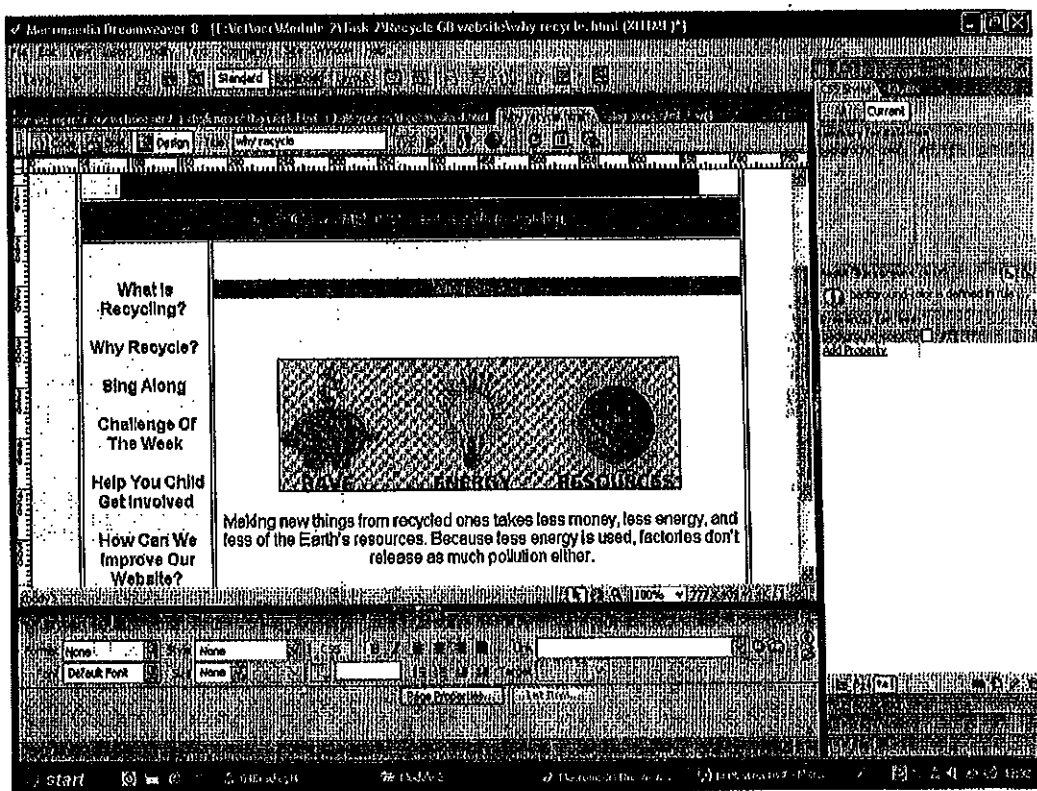
To make a hot spot I clicked on the square button, and then I drew a square over were I wanted my hot spot.



Then I wrote in the link were I wanted the hot spot to take you when ever you click on it.

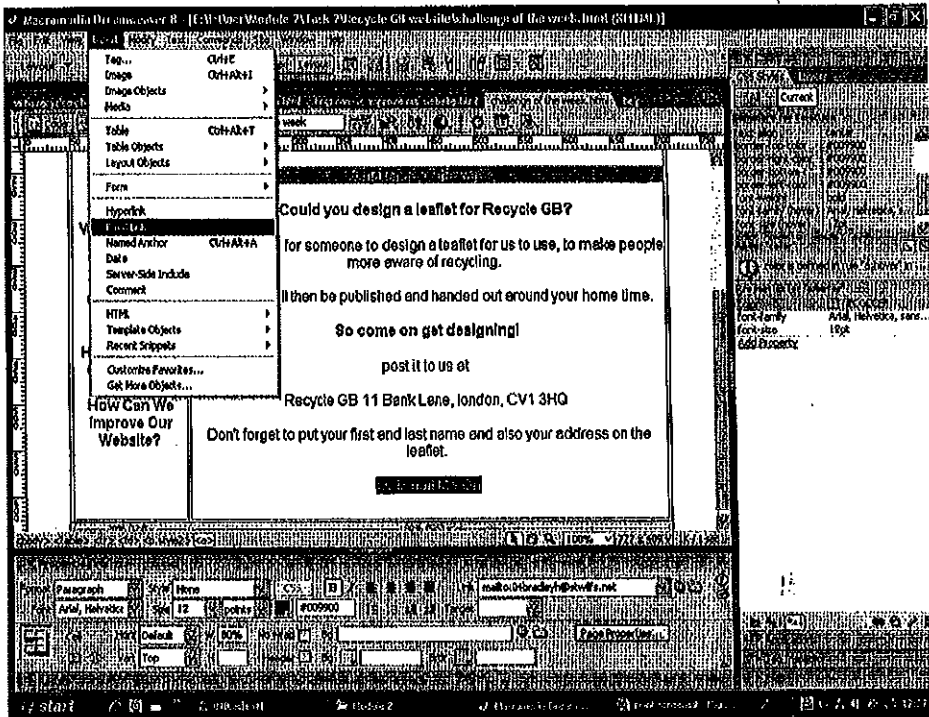


Then I wrote in the link were I wanted the hot spot to take you when ever you click on it.

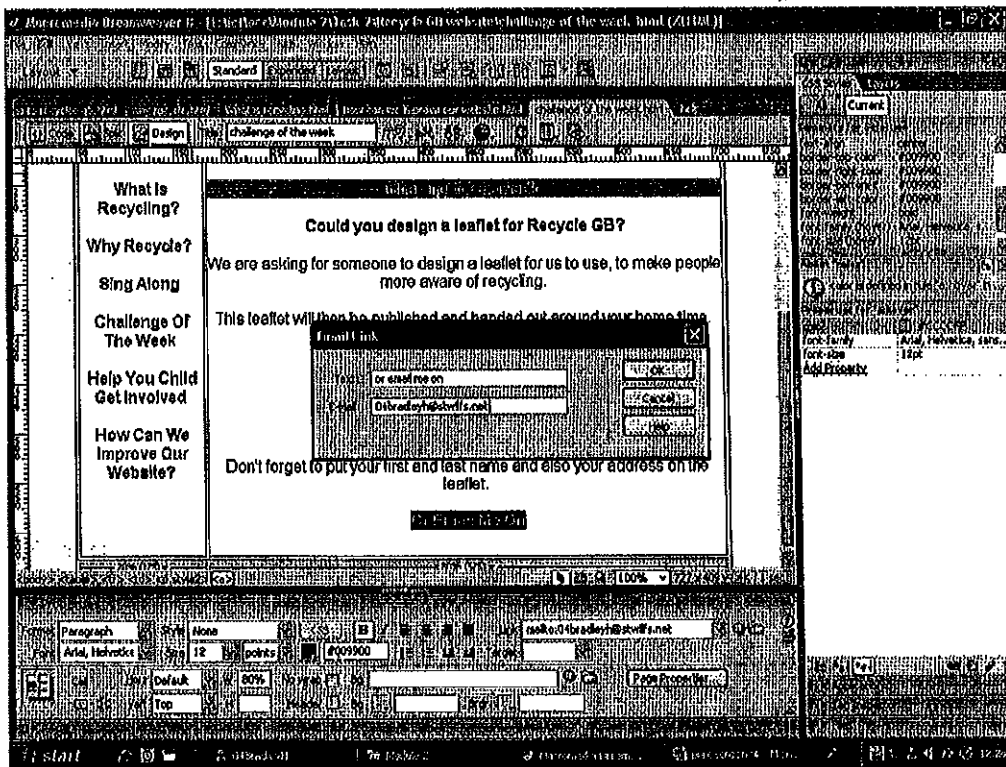


I also did the same for this picture.

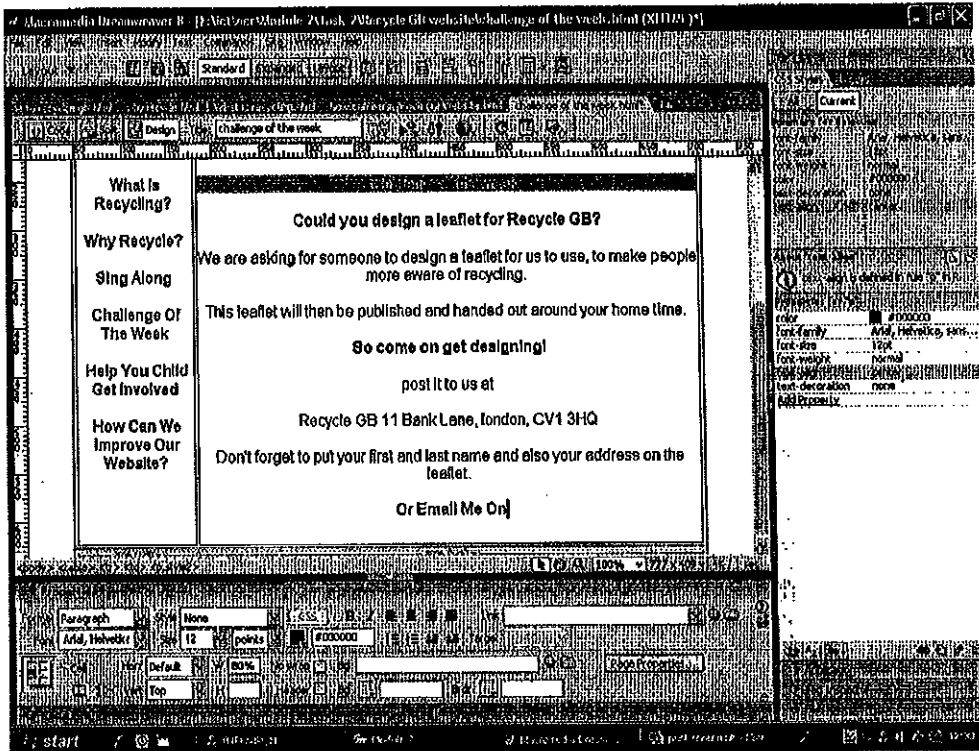




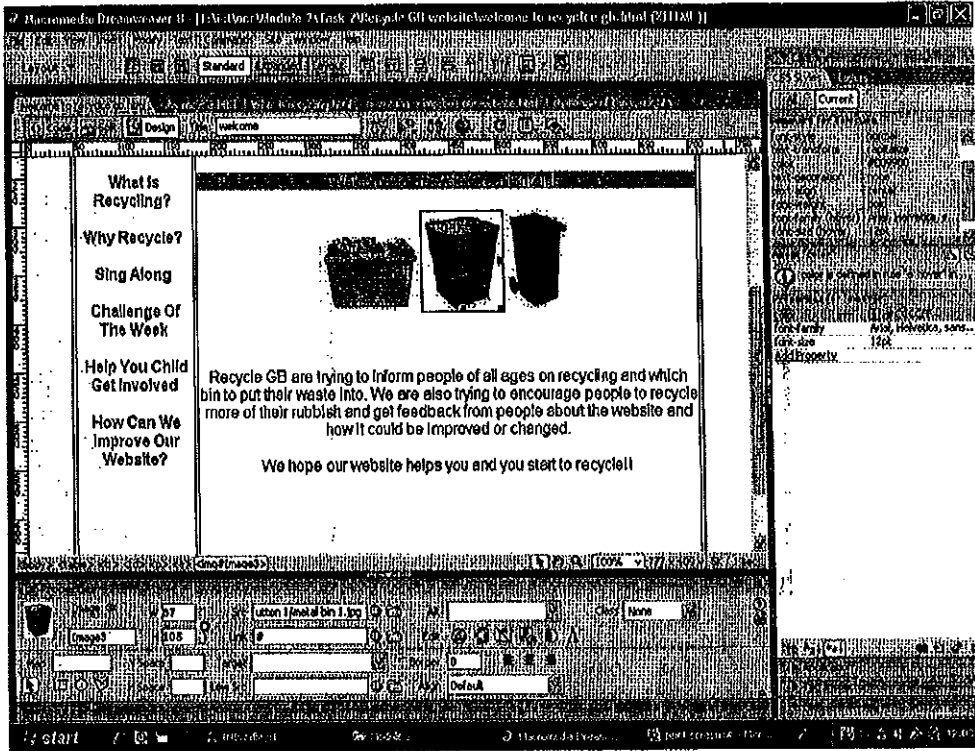
To insert an email link I went on to insert email link.



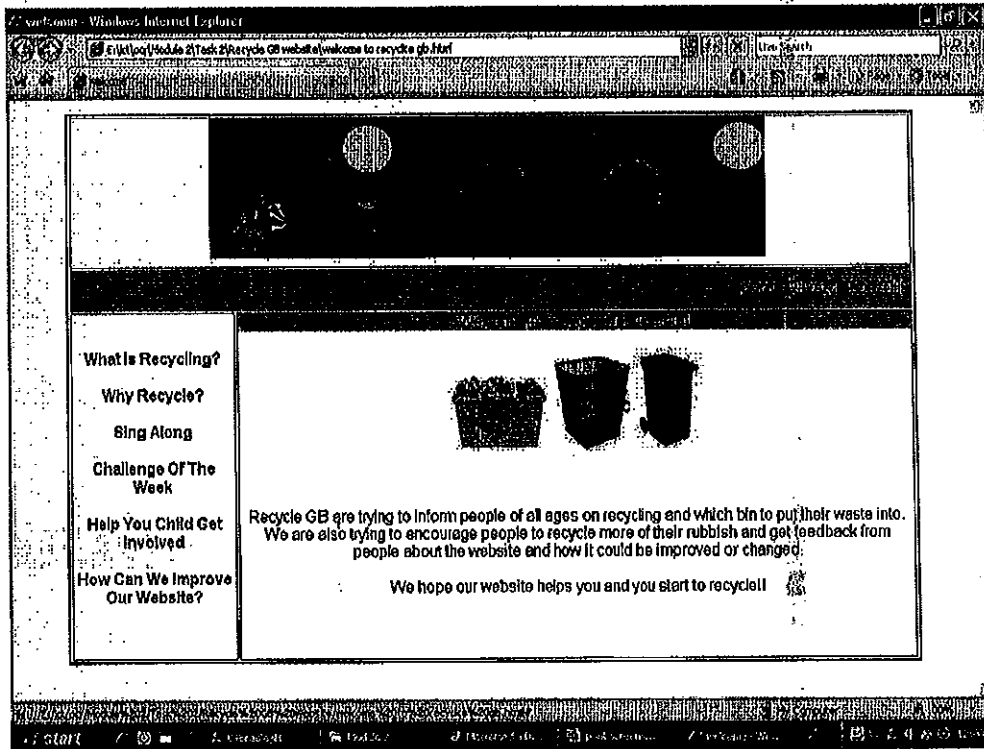
Then I wrote in were I wanted the emails to go and what I wanted the link to say when you click on it. Then I clicked ok.



Now my email link is inserted.

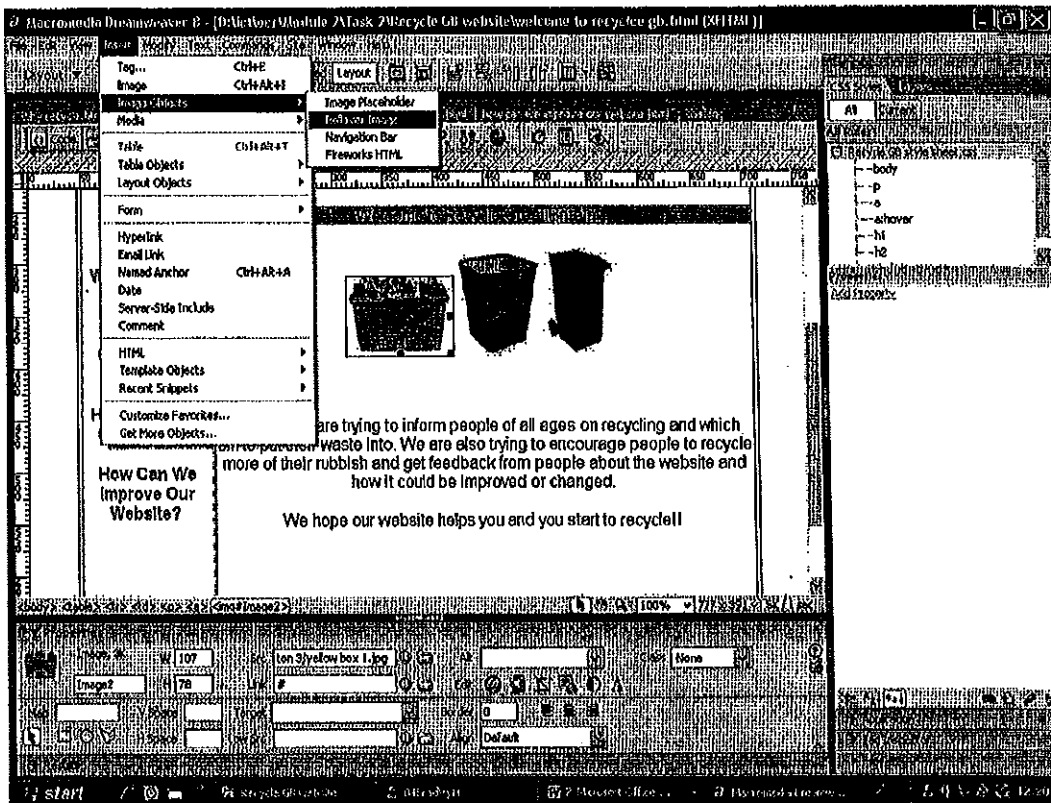


Now my button is inserted on my webpage.

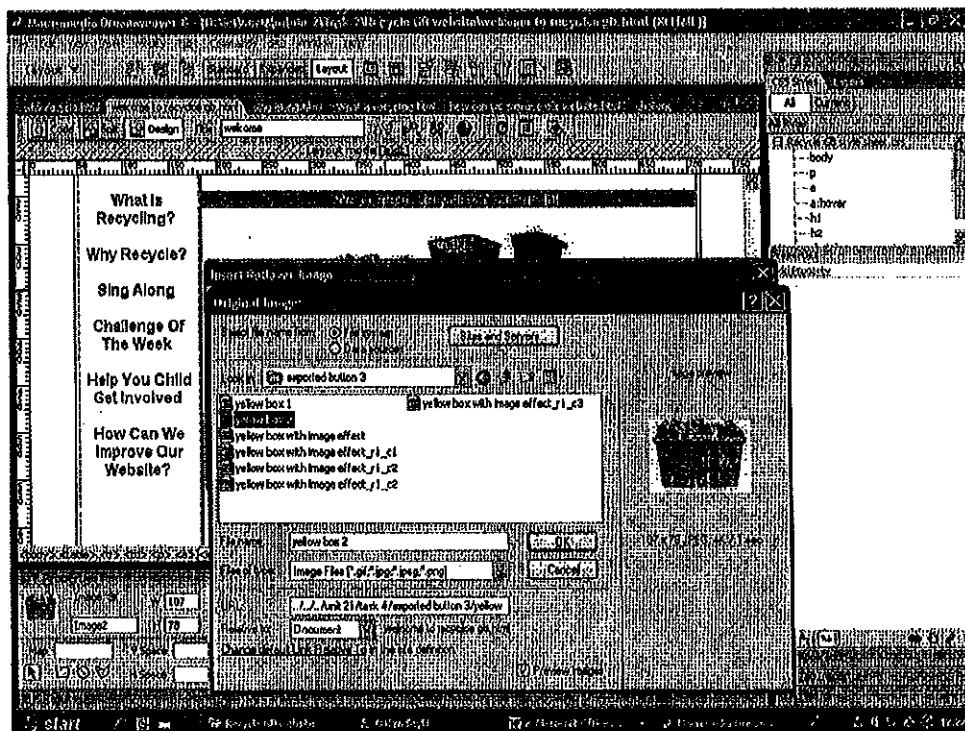


When you roll over my image, it comes up with some writing.



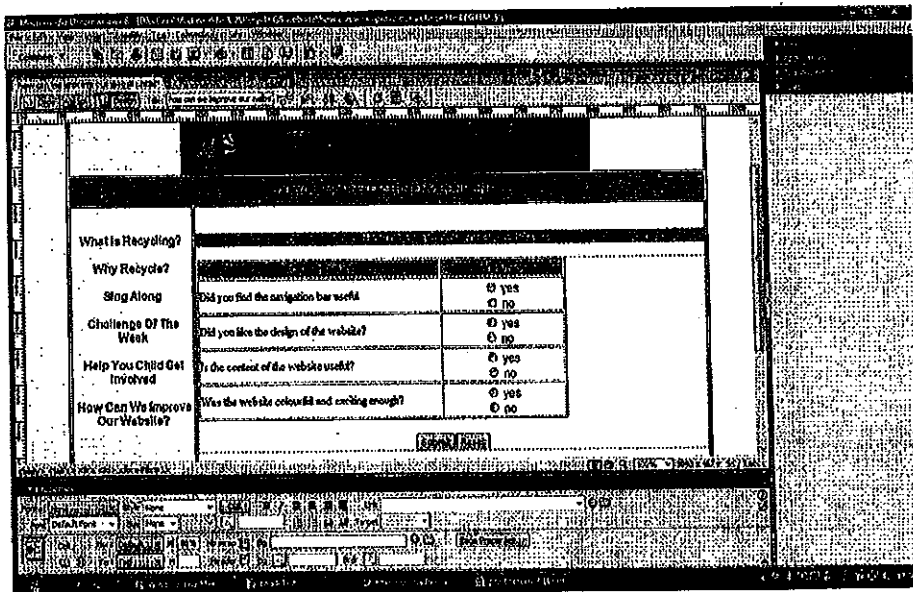


This is a rollover

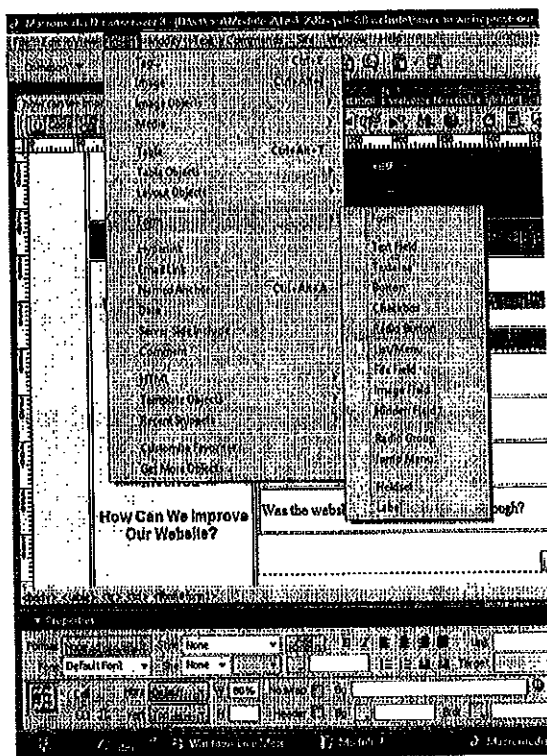


This is what happens when you roll over the image.

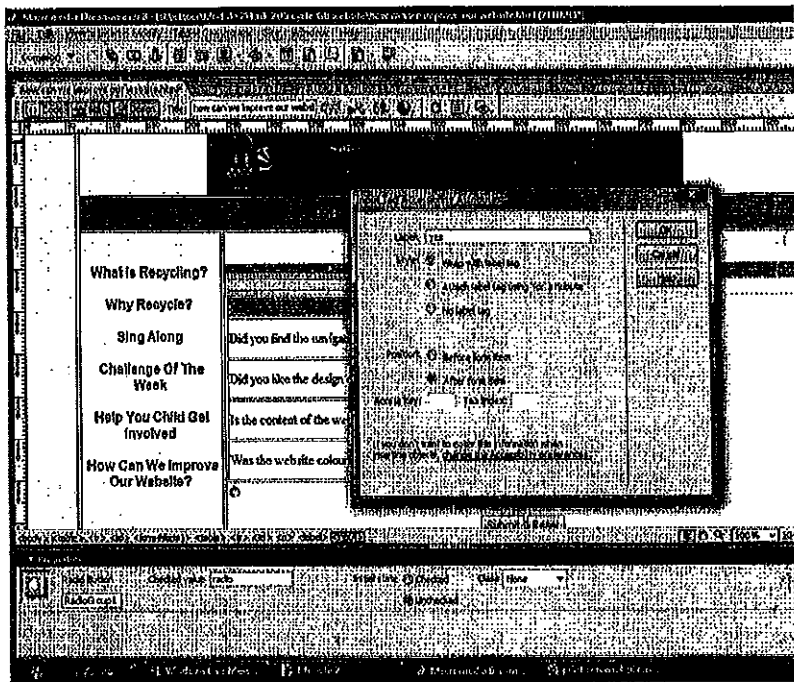




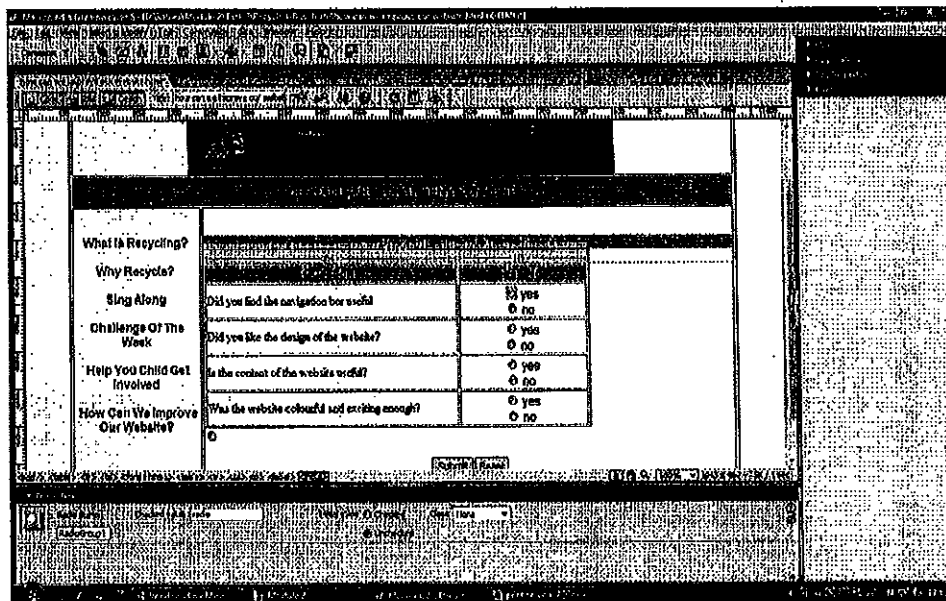
I then wrote in my questions and added buttons. To add my buttons I have screened shot how I inserted them below.



I clicked on insert, form radio button.

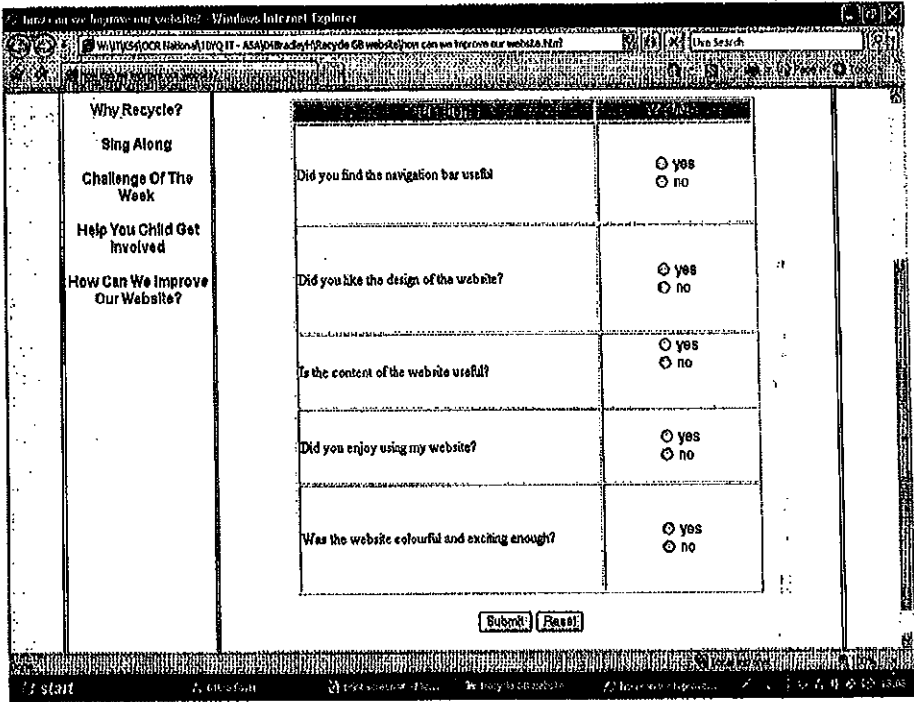


Then I had to write in what I wanted the button to say. So I typed in yes, and then clicked ok.

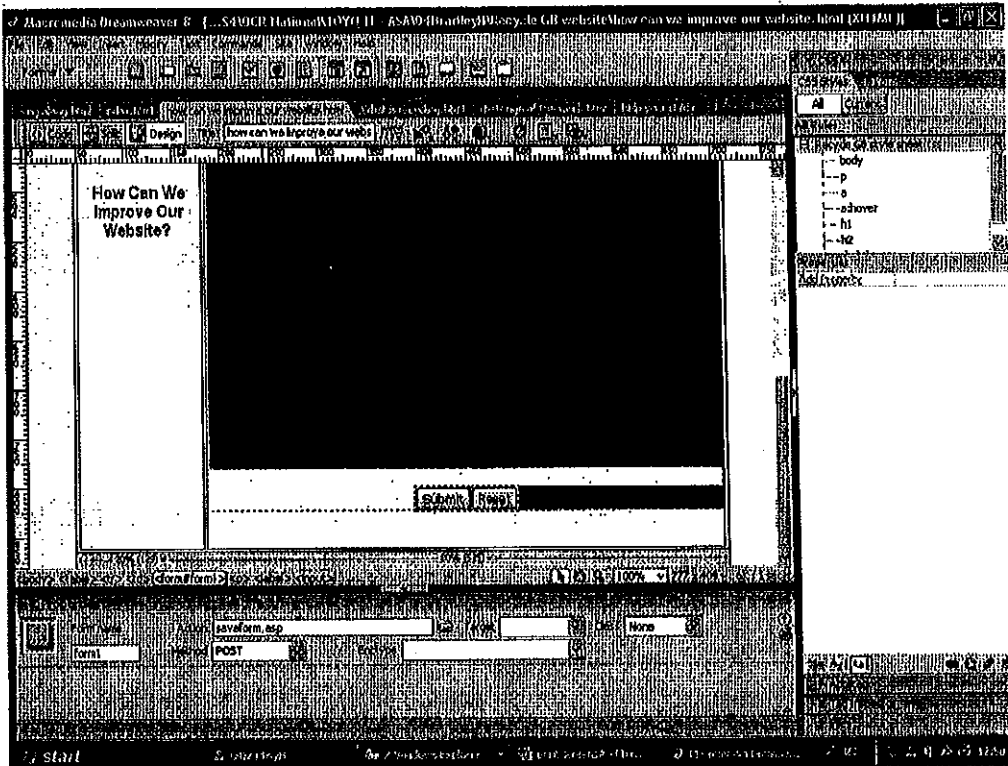


Now I have a check box for my form. I did the same for the rest of the 4 columns.

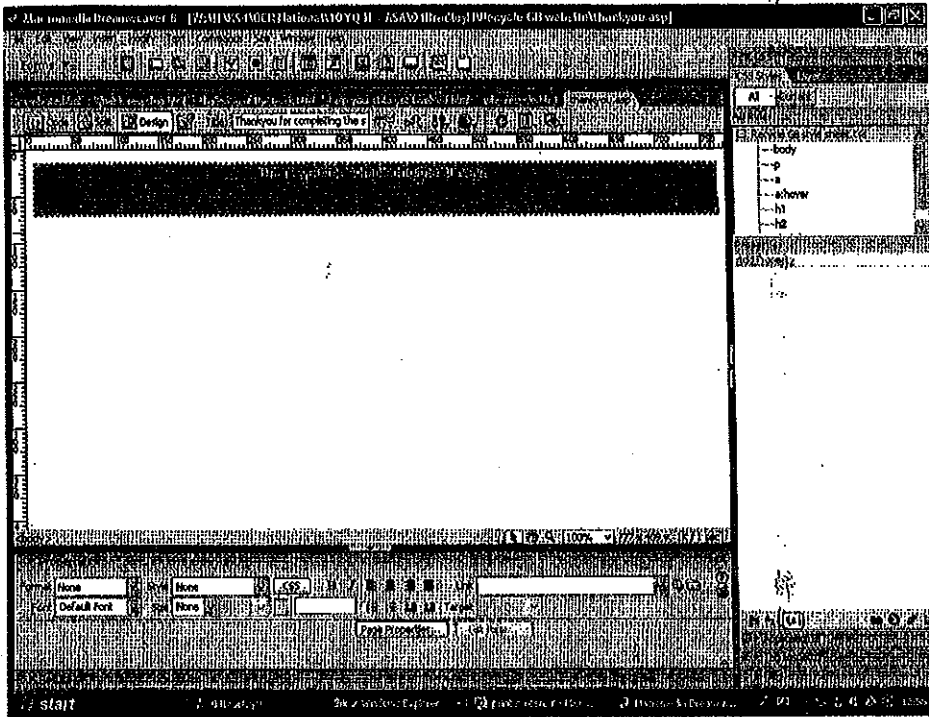




This the form that I made for my website.



When you click on submit I have attached a save form, so when you click on it a message comes up.

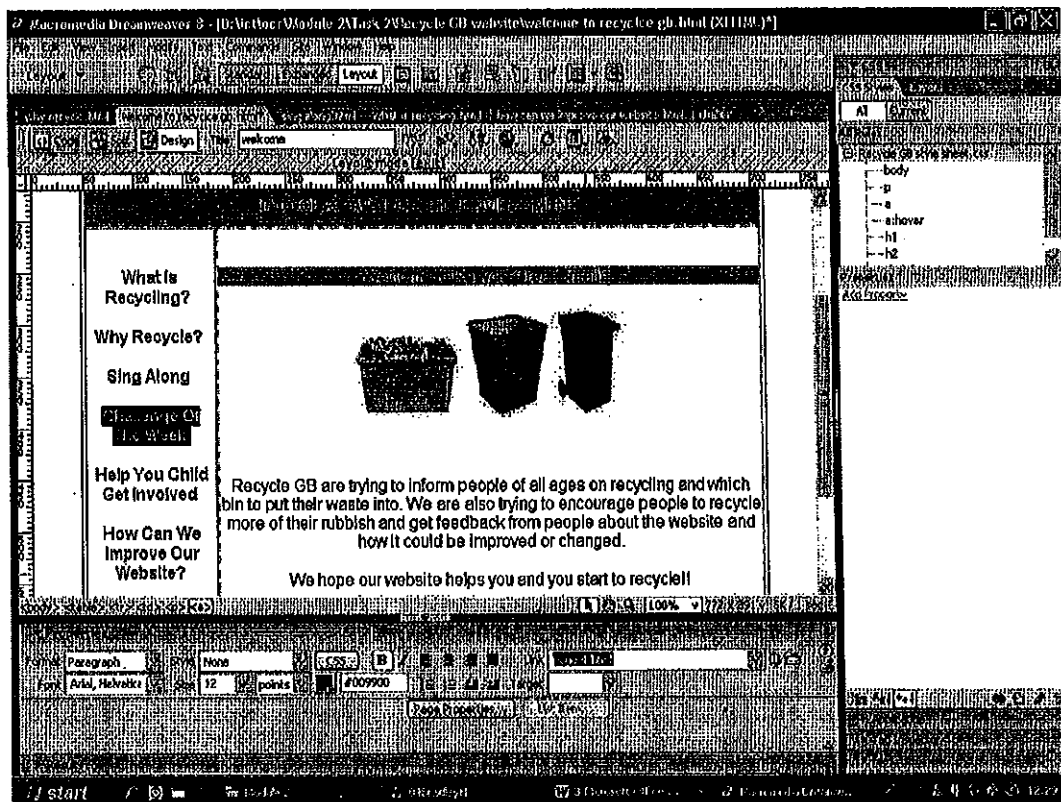
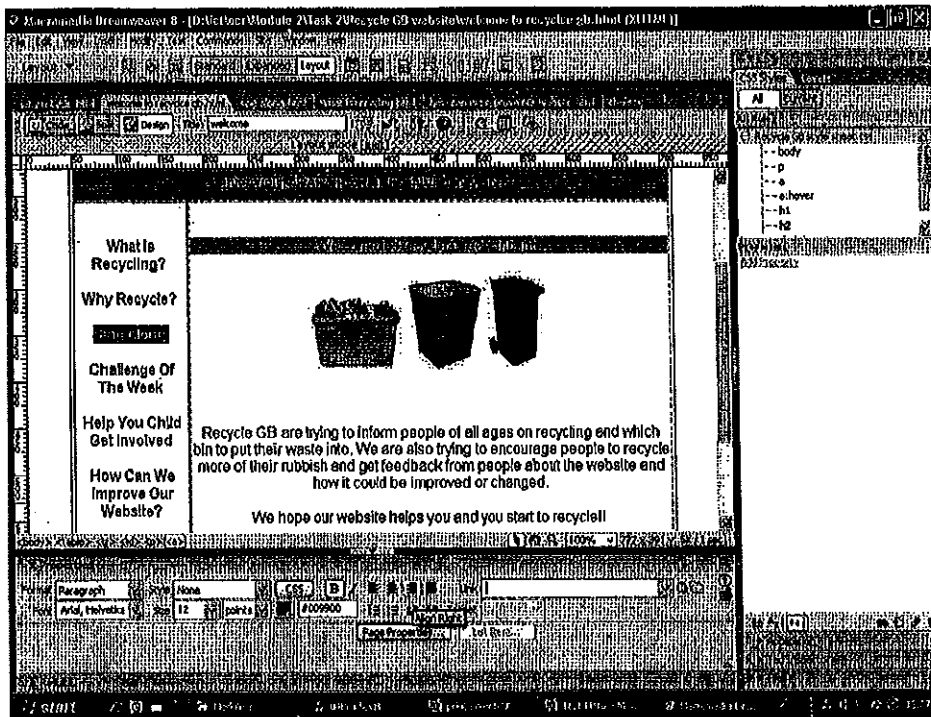


This is the message that comes up when you click on submit form.  
'Thank you for completing my survey'.

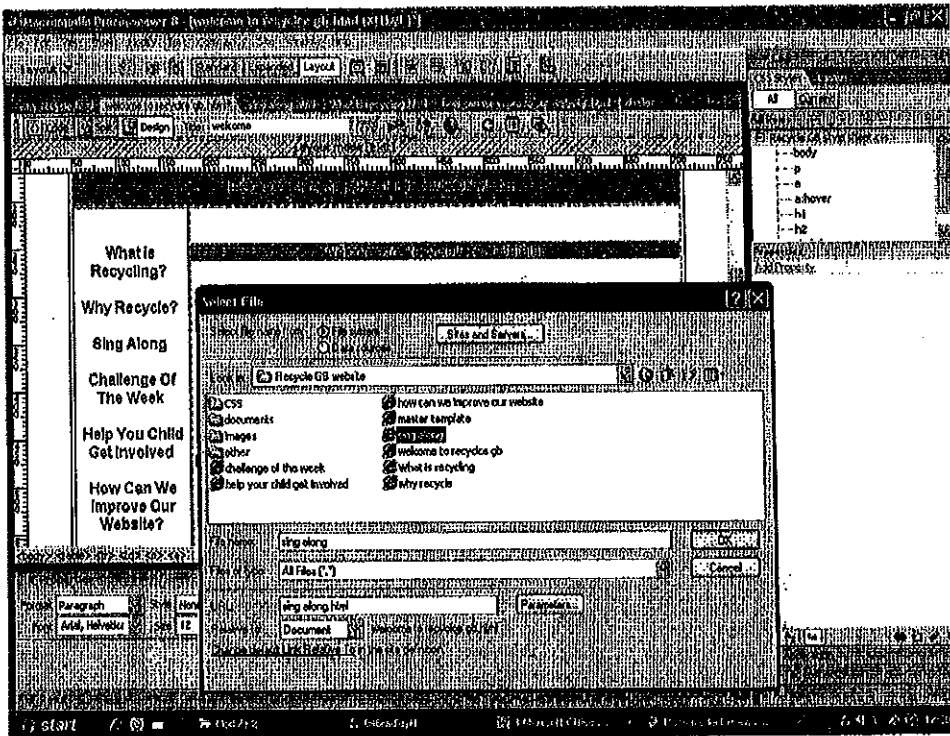
# Test Plan for Audio Clip

Name: T.

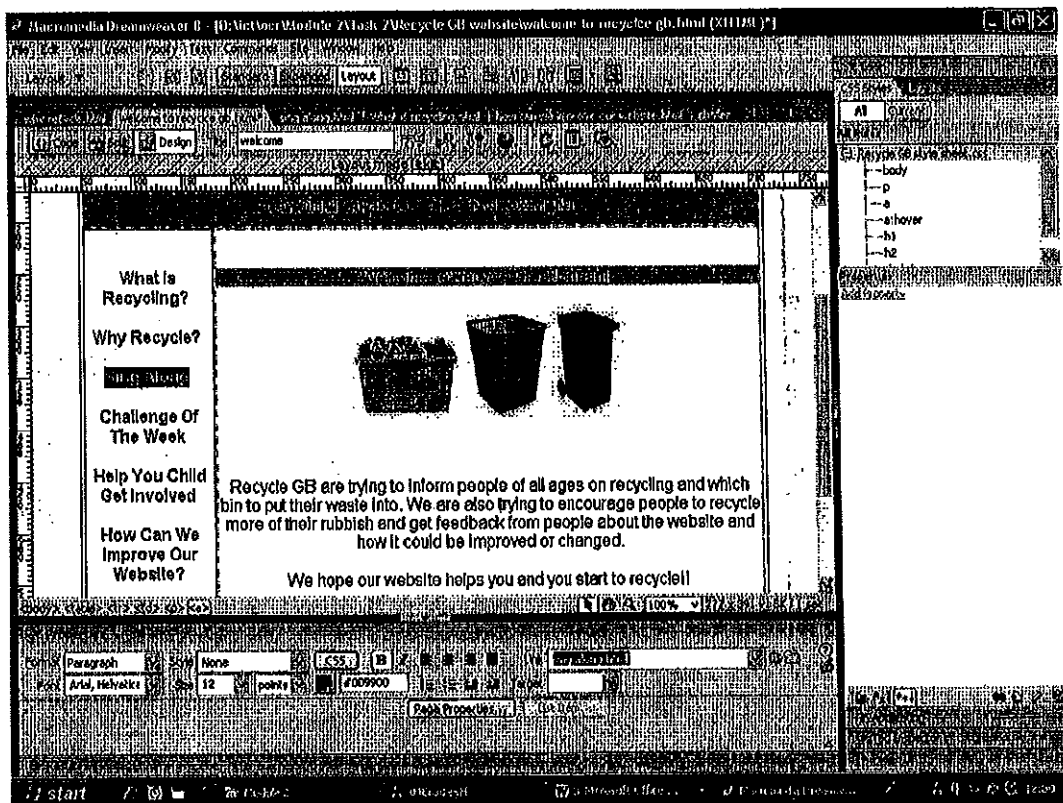
Test No.	What I am testing and how I will test it	What my test showed	Improvements that can be made	Improvements that I have done
1	I am going to test for the suitability of my website for my target audience. I am going to ask a friend to tell me what they think.	my friend said my website was very suitable for my target audience, they said it had fun things on for children but also had a page for adults which they thought was a very good idea.	None made	None made
2	I am going to test for whether the purpose of my website is right.	My friend said that my website does inform the person that they should recycle and to encourage people to recycle and to involve young people.	None made	None made
3	I am going to ask a friend to tell me if my website has a consistent house style all the way through my website.	My friend said that my website had a consistent house style as on each page it was the same and I had the same colours on each page.	None made	None made
4	I am going to test to see if all my hyperlinks work and take the user to the right website.	My hyperlinks did not send the person to the correct page simply because I had changed the name of each website.	I am going to add each page and connect them to the new pages that I have changed there name off	I have connected the pages to the correct websites so they now take the person to each h websites.
5	I am going to ask a friend if they think my website is easy to use.	My friend said my website was easy to use as she could find her way round it very easy.	None made	None made
6	I am going to get a friend to test my form to make sure it works for them.	My friend said my form worked fine and said it was very easy to use.	None made	None made



I checked my hyperlinks and they didn't match up to any websites.  
Simply because I had renamed my pages.



Now I have linked all web pages to there name proper names so they are all right now.



They match there names now and are now all linked to the correct page.

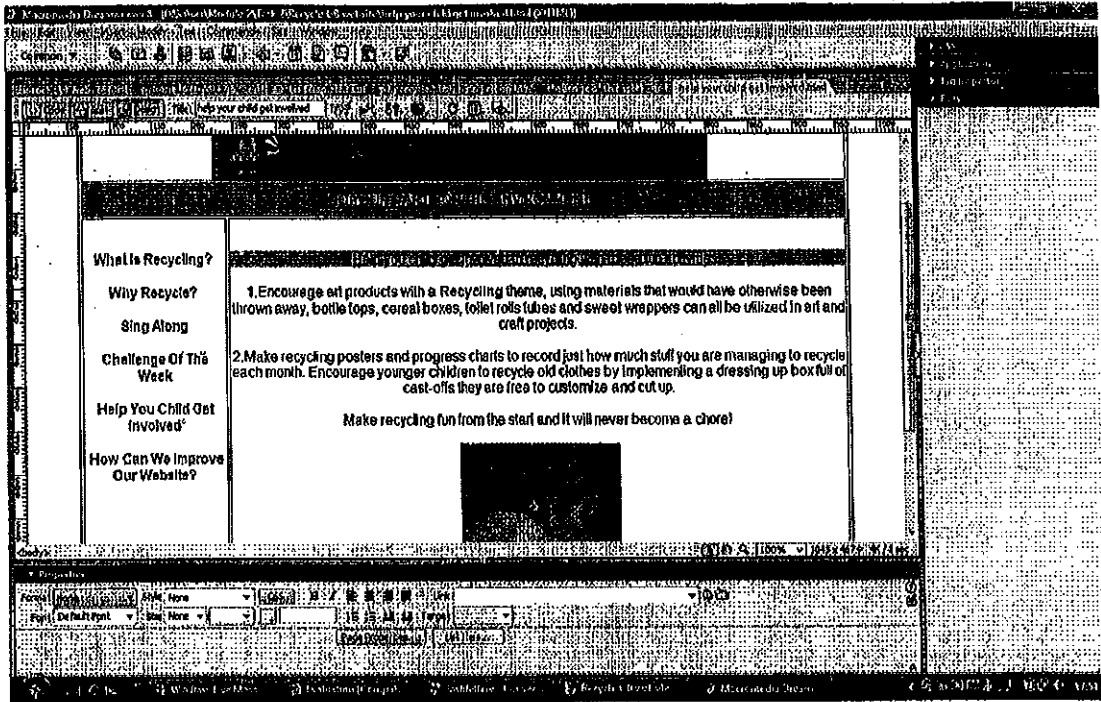
## Evaluation

### Suitability and purpose

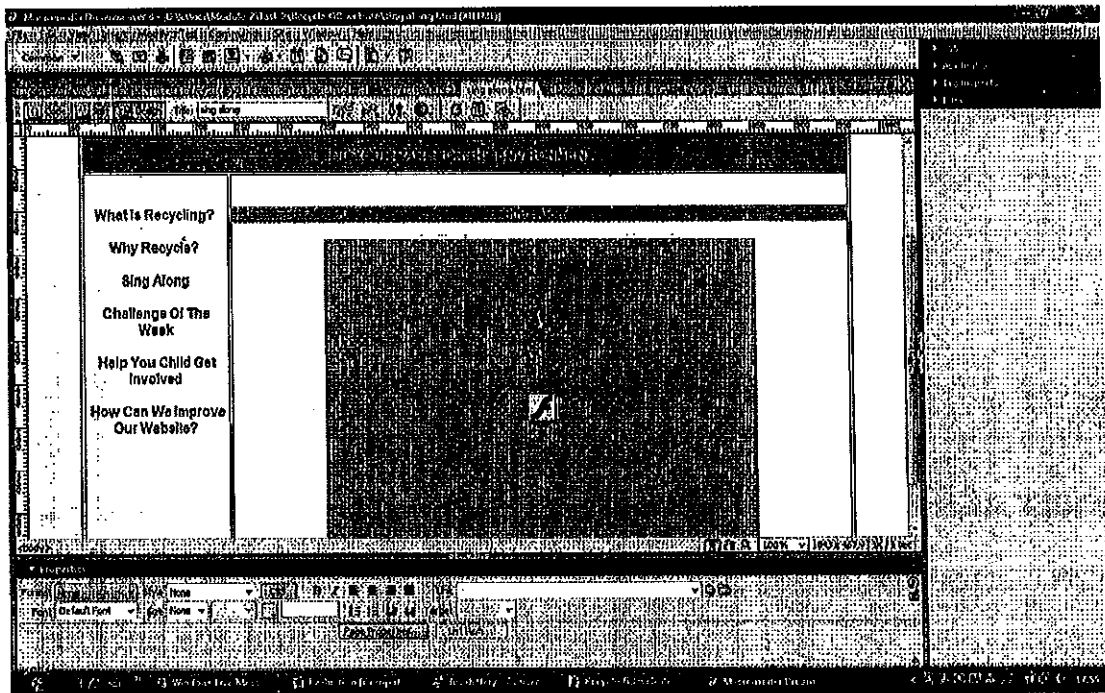
I think my website is suitable for my audience and also I think it matches my purpose. My target audience is of a wide range, from the younger generation to the older generation. I think my website adapts to my wide range of target audience by putting lots of information in for the older people, and also putting fun things in for the younger people. The purpose of my website was to inform people of all ages about recycling and which bin to put their waste into. Also we are trying to encourage people to recycle more of their rubbish and get feedback from people about the website, by putting in a form for them to fill in on how our website could be improved or changed. Hopefully, by encouraging the younger generation they will grow up more environmentally aware and will want to recycle in the near future.

It is also going to advertise to people the good effects of recycling, by putting pictures in and using text to do this. Also it is to promote the negative effects of not recycling to it will encourage more people to recycle. Recycle GB are working with the local council to provide every house with in the country with bins, so the website will inform people of what to put in each bin so it will make it easier for the users to recycle.

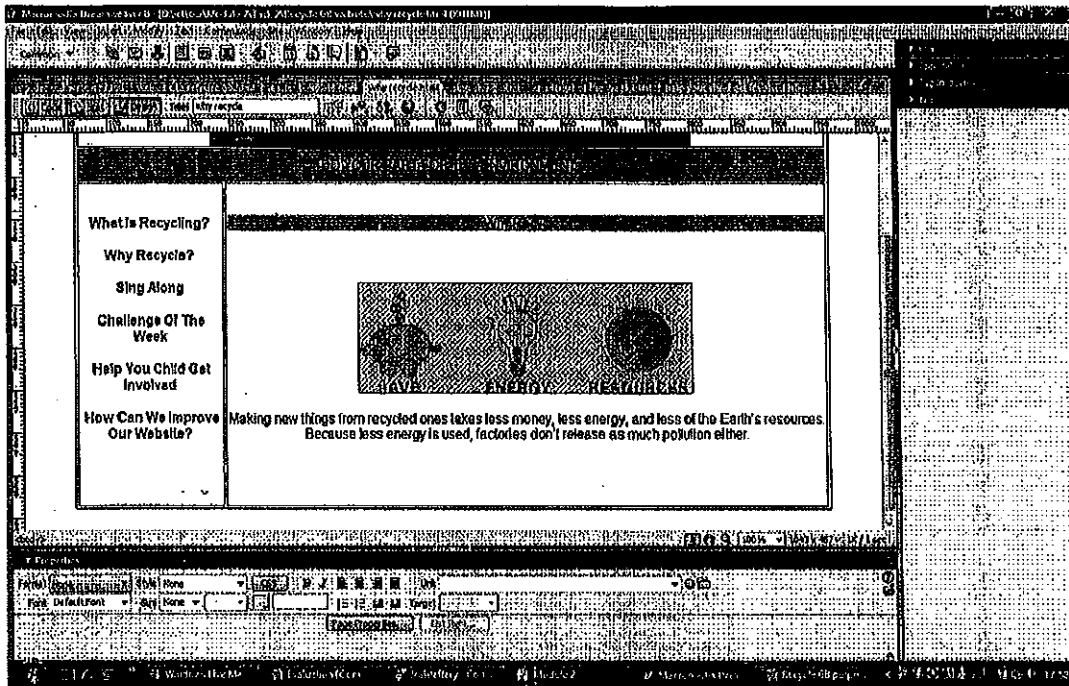
Below are screen shots on how I think my website has met the purpose and target audience.



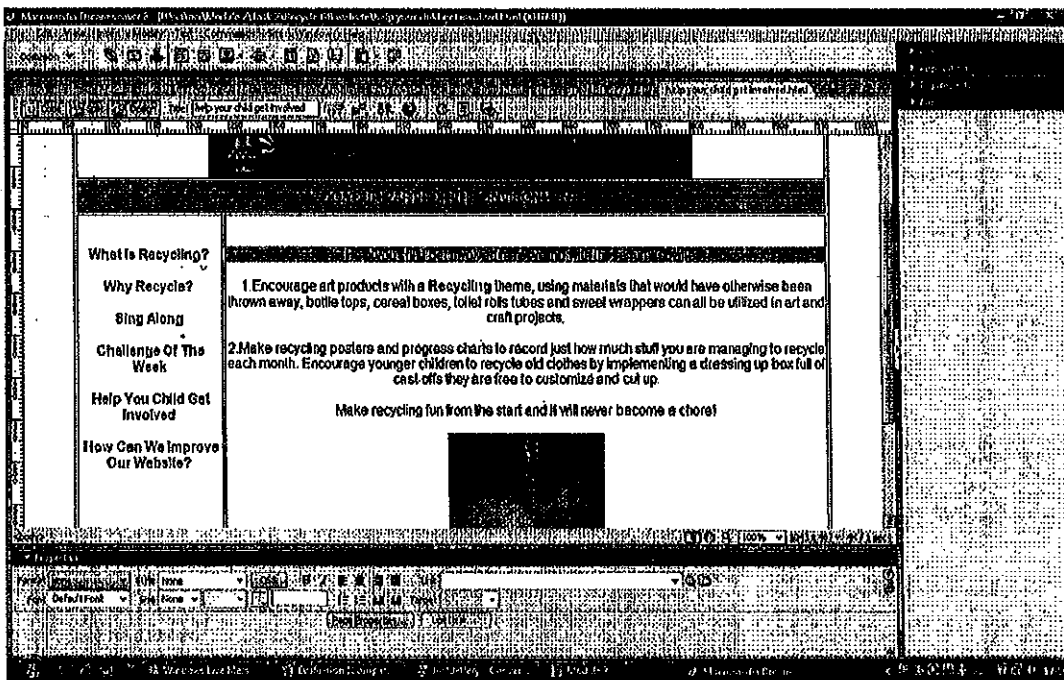
This page is for the older generation as it has lots of writing on how to encourage your children to recycle.



This page is for children as it has a fun sing along for them to join in with.



This screen shot shows a page on why recycle, I think it meets its purpose as it tries to explain to people why they should recycle in a simple way.

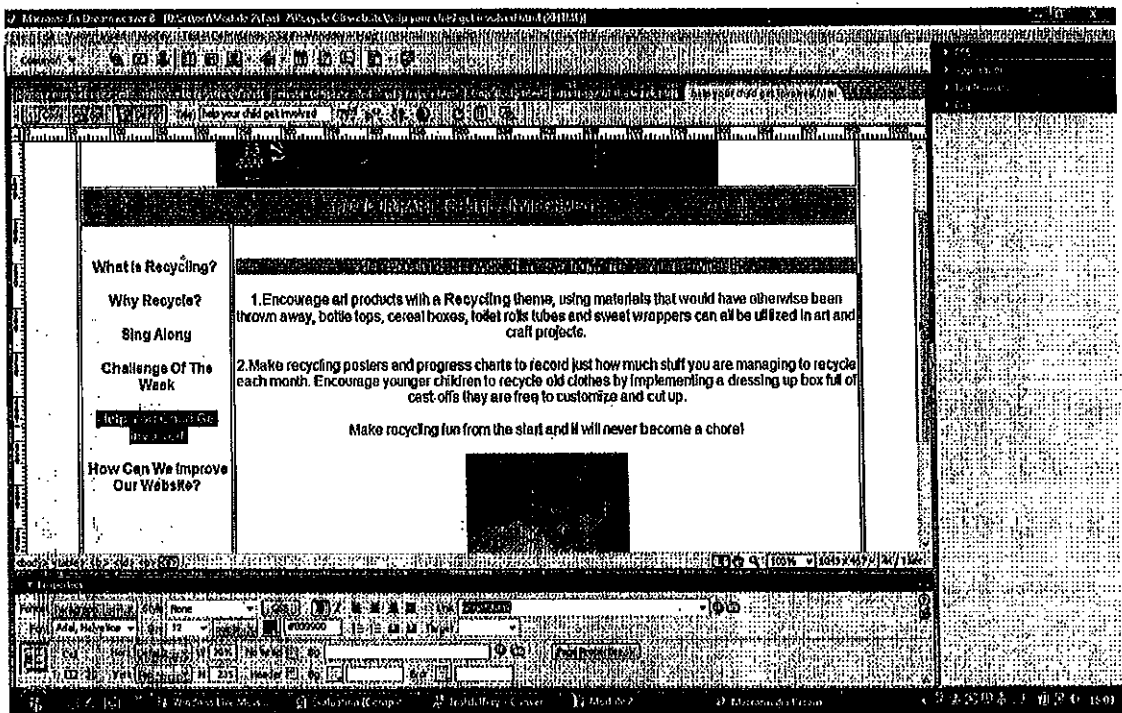


This screen shot shows a page on how to get your child involved. I think this matches my purpose as I am trying to encourage the younger generation to recycle.



## Navigation system

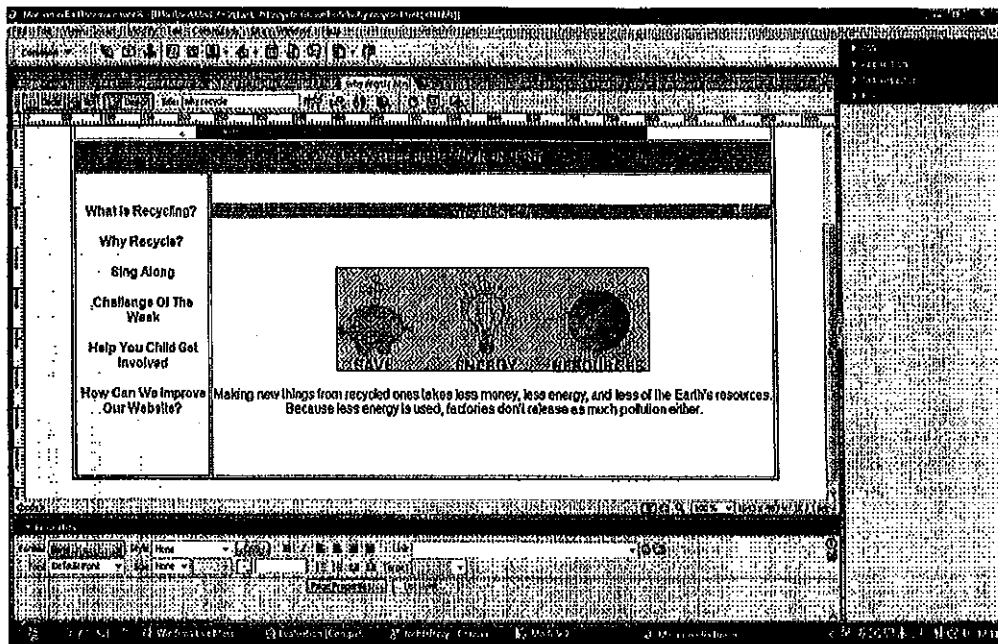
The navigation on my website I think is very good, as it is easy to see as it is placed on the left hand side of my website in a bright colour. All my pages are linked so you can travel around the website quick and easy. You just click on the page you want to go to and it takes you straight there.



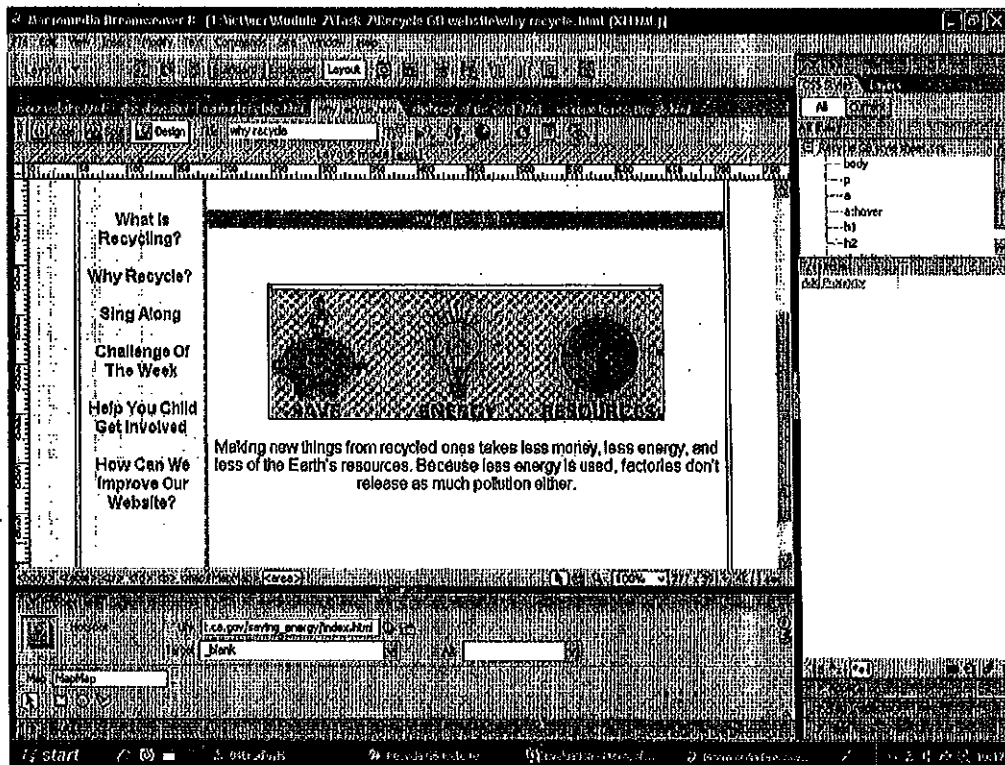
All my pages are linked to where they should go.

## Content

The content of my website is not very good I don't think, as on some of my pages I don't have that much writing. I could have put a lot more information in about where to recycle, what the different bins are and what you put in them. If I put more writing in it would appeal more to the older generation as it would look more professional. Also I included hotspots, email link, hyperlink to an external website and images from the internet.



On this page I could have put a lot more information in about why you should recycle I should have used this page to try and encourage people to recycle.



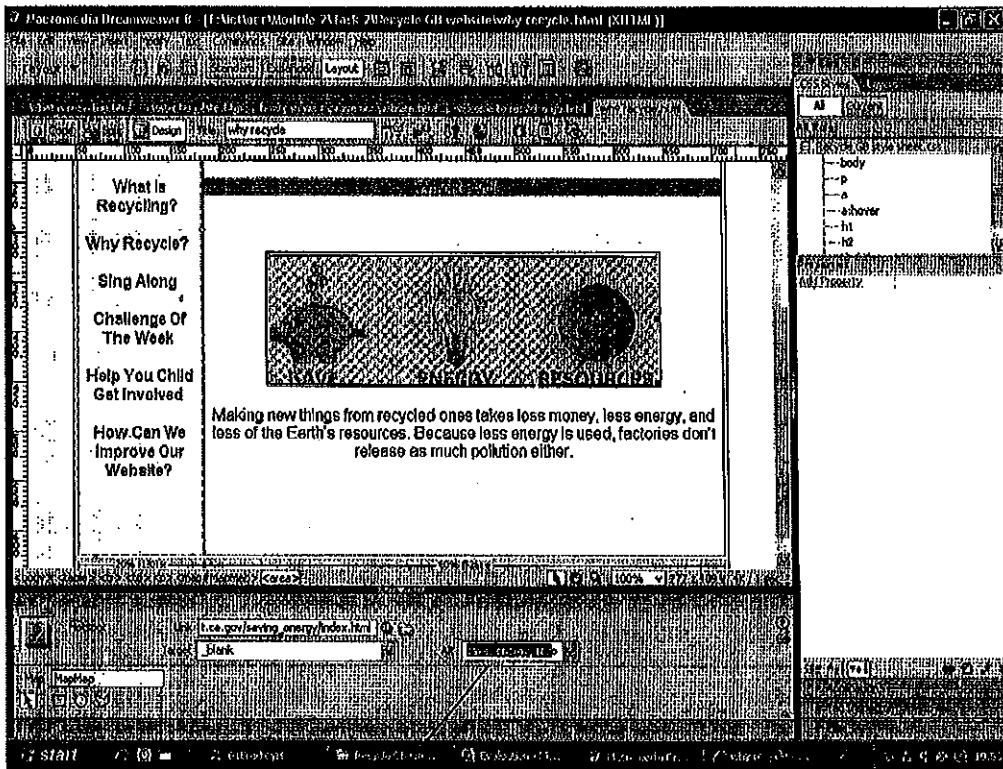
On my Why recycle page I have a hotspot which takes you to an external website.

## Language

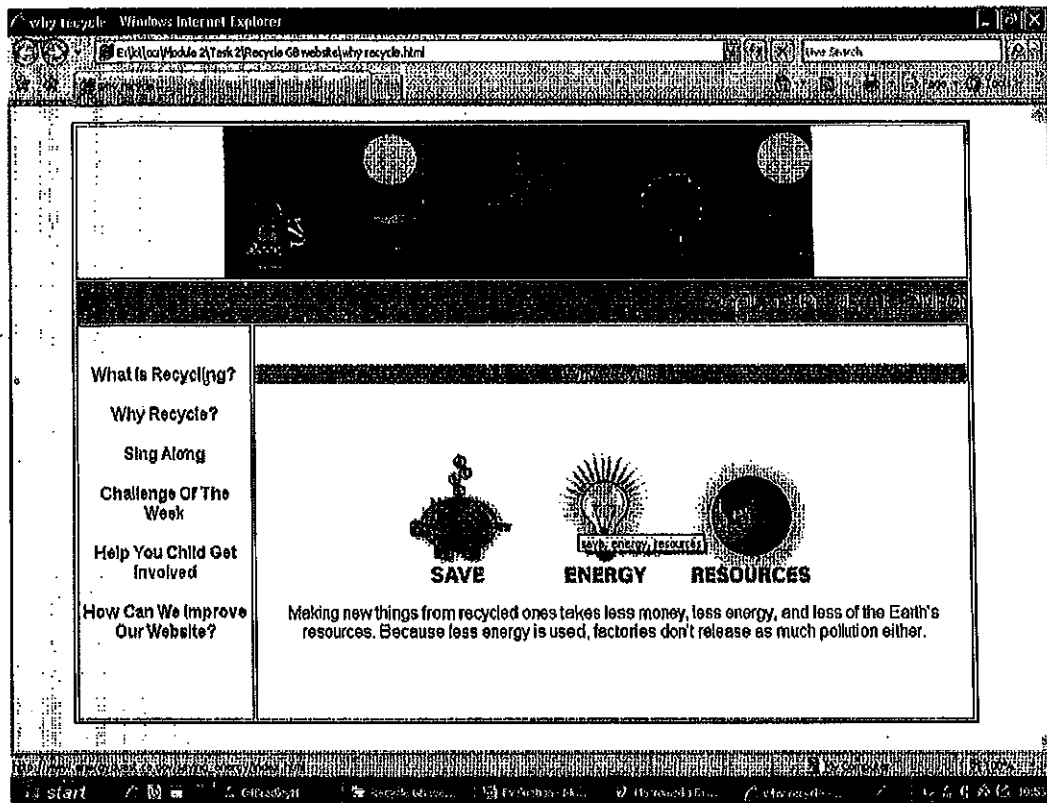
I used formal language within my website so I think by doing this it would appeal more to my target audience, which are adults. Also the formal language helps me seem more professional, the pages for children I used less informal language so it would appeal to them more.

## ALT tags

I used an ALT tags on one of my images within my website. When you roll over the image it says the name of the picture so it is easier visually for the person to read and know what the picture is.



I inserted it by writing the ALT tag in the box.



When you roll over the image it says save, energy and resources.

### Strengths and weaknesses

My strengths during the project I think are, designing the website as I have a consistent house style all the way through, also planning what the website would look like was one of my strengths as I was very organised and knew what I wanted in my website and where it would go. Also I was good at inserting images on my website, making hotspots, doing hyperlinks.

My weaknesses I think were, time keeping as I don't think I gave myself enough time to finish the project. Also I think I should have put more content in my website to make it more interesting and a lot more information included for my target audience. Also I found making a form very difficult as I have never made one before, and it had to be linked to a spreadsheet so your answers would come up.