Knowledge Organiser - Key Points To Learn			Year 8 Autumn 1 Web development

1. Audience	• who will use the web product, e.g. age, gender • how much they know already their level of literacy/language skills	6.Tables	All content needs to be put in table cells
2.Purpose (Is the web product purpose to..)	• convey a message (e.g. a campaign) • attract attention (e.g. advertising) • inform (e.g. educational webpages) • persuade (e.g. to buy something) • entertain (e.g. quizzes and online games).	7.Pixel Dimensions	Web page dimensions are typically 1024 x 768 pixels
3.Site Structure	▪ what pages are needed and how they are related	8.Table Dimensions	Table dimensions can be created in size by using either pixels or percentages
4.Testing (Checking that things are appropriate, consistent and work as intended)	• the layout and presentation of pages • the content e.g. text • multimedia assets work • hyperlinks work with no dead ends • any interactive actions work as intended. • a user interface • accessibility • ease of navigation • overall user experience	9.Page template	Create 1 template with tables, banners, colours and styles and use this to make all your other pages
		10.HTML	Hypertext Markup Language. The code used to create webpages
		11.Links	Hyperlinks, External & Internal, Email links, Hotspots & Roll Overs
		12.Banner Logo	Heading & Subheadings
		13.White space	The empty unused space on a page
5.Evaluation	A reflection on the success of a product. A review of the extent to which it meets the needs of the: • audience and purpose • any client requirements. Explain how your choice of design features has addressed these needs, and give examples. Identify possible enhancements.	14.Suitable Image Types	Small images & Clipart – GIF General Web Images – JPEG Compressed <300 Kb PNG – High Quality Images

		15.Features of Websites	• Header
			• Logo
			• Images
			  ○ Animation
			  ○ Roll Over Graphics
			  ○ Clip Art
			  ○ Photos
			  ○ Inforgraphics
			  ○ Adverts
			  ○ Banners
			• Text
			• Video
			• Sound • Links
			  ○ Navigation Bar
			  ○ External Hyperlinks
			  ○ Email Hyperlinks
			  ○ Hot Spots
			• Search boxes
			• Forms
			• E-commerce

You will be making a Website about the latest technologies

You will need to consider:
- content
  - home page
  - context pages with commentaries
  - graphic products
  - supporting evidence

- organisation
  - structure
  - links
  - user interface

- packaging
  - storage medium
  - file formats, compression and compatibility
  - accessibility.

Testing & Evaluation:
You must check that:
- the content is correct and complete
- the file sizes are appropriate for download
- every link goes where it should with no dead ends
- the website works correctly with commonly used browsers
- other people can use the website ithout help

You will reflect reflection on the success of your website project assessing how well you responded to:
- audience and purpose
- any client requirements.

You will explain how your choice of design features has addressed these needs, and give examples and Identify possible enhancements.