BTEC AAQ Level 3 IT – Website Design Bridging Task

Unit 3 Preparation: Website Development

Task Title:

Design a Promotional Website for a Local Business

Objective

To understand and apply the principles of website layout, composition, and design. You will produce a plan for a three-page, promotional website for a fictional local business, suitable for desktop and mobile viewing.

Scenario

You have been approached by a local eco-friendly coffee shop, **EcoBrews Café**, to design a small promotional website. The website must present the business professionally, provide key information to customers, and reflect the eco-conscious values of the brand.

Your Task

You will create **planning documentation** and a **3-page website**:

1. **Home Page**
2. **Menu Page**
3. **Contact Us Page**

Task Requirements

1. Purpose and Audience (Written – min ½ page)

- What is the **purpose** of the website?
- Who is the **target audience** (age group, interests, device usage)?
- How does the design meet the **needs of the audience**?
- What websites are you inspired by, choose 2 and discuss strengths and improvements of: typography, layout and composition, accessibility and navigation.

Layout Planning (Sketches or Digital Wireframes)

Create **wireframes** for all 3 pages. Each layout should show:

- Header with logo and page title
- Navigation bar
- Image areas (use placeholders)
- Text content blocks
- Footer with contact details or social links

You can draw these by hand or use tools like **Canva**, **PowerPoint**, **Figma**, or **Balsamiq**.

3. Composition and Design Choices (Written or Annotated)

In a short explanation or diagram annotations, justifying:

- Your **colour scheme** (e.g. green/brown for eco branding)
- **Typography** (font choice for titles and body text)
- **Layout and composition style** (rule of thirds, golden ratio, grid, centred, column-based, etc.)
- **Accessibility features** (high contrast, alt text, clear fonts,)
- **Navigation choices** (consistent menu, easy links, buttons)

4. Asset List (Table)

Asset Type	Description	Source
Logo	EcoBrews Café logo	Provided or designed
Image	Coffee shop exterior	Royalty-free stock
Text	Café welcome message	Written by student
Icons	Social media icons	Icon library (e.g. Flaticon)

Build your homepage design using a **free website builder** such as:

Google Sites

Canva

Submission Deadline:

[Insert Deadline Date Here]

Success Criteria

- ✓ Purpose and audience clearly explained
- ✓ Three designs/wireframes completed
- ✓ Layout and composition choices justified
- ✓ Asset list is clear and accurate
- ✓Functioning Website
- ✓ Evidence of consideration for mobile use and accessibility