

# Assignment

COMM 327: WEB DESIGN & SITE DEVELOPMENT

## WEBSITE LAUNCH AND CONTENT MANAGEMENT INSTRUCTIONS

**Due:** Draft due Tuesday, April 16 in class; Final due Thursday, April 18, in class

**Deliverables:** One full set of instructions, CD with all website files on it

**Turn In:** One physical copy to me, one physical copy to clients

**Value:** 200 points total, (20% of overall grade)

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**Description and Rationale**—Arguably the most important step in creating a website for a client is smoothly transferring it to the client for their use. Because most clients don't have extensive web development backgrounds, taking over a new website can be a stressful process for many clients. It is your job, as the consultant and web designer, to ease the transition by giving clear and simple instructions for using the website.

**Assignment**—For this assignment, you will put together an extensive report and instruction set where you outline everything the client could possibly need to know in order to make the website you created function properly. In order to do this well, you will be required to define specific terminology, use clear images and screen shots, clarify processes and procedures with ordered steps, and organize the document into a useful handbook of sorts for your clients. In all, your instructions need to include, at a minimum, the following:

**Cover Page:** You should have a cover page that includes a clear and specific title, the name of the organization, your name, and the date that the report/instructions were produced.

**Table of Contents:** Because you will include instructions for several different aspects of using the website, it is important that you organize your report with a table of contents.

**Introduction:** All good instructions give an oversight of the instructions to follow. Introductions often include information about what is needed (like a host server and internet connection, among other things), what technical expertise is suggested, possibly how long the process will take, and any cautions or important information that should be covered.

**Definitions:** Consider any possible terms that a person with no web background would need to know (like "widget," "plugin," and "host") and define them clearly and succinctly.

**Instructions:** Include several sets of instructions, for everything that is pertinent to the updating and maintaining of the website. This will include, but is not limited to, how to launch the website on a new server, how to login, how to activate an "under construction" plugin, how to update content on pages, and how to update specific widgets and plugins (NOTE: you do

not need to give instructions for how to develop or redesign the site—just how to launch the website and update content).

**Images and Callouts:** Your instructions should be complete with clear and helpful images/screenshots that have callouts and highlights to make them more readable. Make the instructions as easy to follow as possible.

**Captions:** Every image used should have a caption attached to it. Use the “Insert Caption” function in MS Word and use the term “Figure 1, Figure 2, etc.” for all images.

**Conclusion:** Good instructions leave the reader with concluding statements and further reading. Provide users with information and resources they can turn to should they need help. This may include video tutorials, phone numbers to web hosts, website URLs, etc.

**Binding:** Your final report to be given to clients should be as professional as possible. Be sure to bind your document in a folder of some kind, preferably one that makes it easy to read the cover page without having to open it.

Scoring Standard—Your work is expected to be professional, thorough, and complete. As graduating seniors, you should be able to demonstrate the highest professional level of communication. This means your documents should not only include good content, but they should be professionally designed as well. There should also be no errors or typos. Please realize that the work you create for clients reflects not only you personally, but Westminster College. Make us proud!