

Key Terms

Term	Definition
Webpage	A single page of a website.
Website	Multiple webpages that link together
Hyperlink	A clickable link that can be found on a webpage.
Success Criteria	Criteria for a project that can be used to evaluate how suitable it is.
Target Audience	Who a product is being aimed at.
Adobe Dreamweaver	The software used to create a webpage.

Development Stages

Analysis

Creating a list of success criteria.

Design

Designing the layout of the page with reasons for choices made.

Creation

Creating the webpage using Dreamweaver skills.

Evaluation

Evaluating if success criteria have been met.

Analysis

Before creating a website you should analyse the problem at hand and create success criteria.

Success Criteria

- These are a list of criteria the final product can be compared to.
- Make sure they are very specific.
- They should link to the given task.
- At the end of a project you will go back to these and say if they have been met.



Target Audience

When creating a website, knowing your target audience is very important.

Aspects of target audience to consider:

- Age
- Gender
- Hobbies/Interests
- Purpose for visiting the website



Design

Before creating a webpage you should complete a detailed design of what you are going to make.

The design should show:

- Exactly where different objects will be on your page.
- Exactly what images will go onto your page.
- A brief description of the information that will be on your page.
- Exactly what colours will be used on our page.
- Exactly which fonts and sizes will be used on your page.



Reasoning:

Each and every design choice you make should be justified with a detailed reason.

Example

I have chosen to use green and brown for my colour scheme because the company is based in a forest and these colours relate to trees and woodland.

Dreamweaver

In Dreamweaver the skills you will need:

- Creating a webpage
- Formatting a webpage
- Adding Text
- Formatting Text
- Adding Images
- Adding Buttons
- Adding Hyperlinks



When creating a website you should be thinking:

- Does my website look professional?
- Is my layout clear and consistent?
- Is my colour scheme suitable for the given scenario?
- Who is my target audience?
- Is the language I have used on my website appropriate for my target audience?
- Are the images I have used appropriate for my target audience?
- Is my website eye-catching and exciting to look at?

