VISION COLLEGE

Assignment Cover Page

Student's names :

Student ID :

Subject :

Subject Code :

Lecturer's name :

Student signatures: Date:

Received by: Date:

VISION COLLEGE

Subject Title   : Website Designing

Subject Code   : CST4013

Semester   : November 2024-April 2025

Lecturer   : Ms Zarina

Assignment 1: Writing a Website Development Proposal

You are a web developer assigned to create a proposal for a new website project. Your client, a local business, wants to establish an online presence (e-commerce website) to reach more customers and enhance their services. Your goal is to present a comprehensive proposal that outlines your plan for developing the website. Follow these instructions to create your proposal:

1. Introduction
   - Write a brief introduction that sets the stage for your proposal.
   - Describe the purpose of the website and why it is important for your client. For example, "This proposal outlines the development of a user-friendly website for [Client's Business Name] to enhance their online presence, attract new customers, and streamline service delivery."
2. Objectives
   - List 3-5 objectives that are specific to your client's needs.
3. Target Audience
   - Define the target audience for the website.
4. Scope of Work
   - Outline the main features and functionalities you plan to include in the website.
5. Technologies to be Used

- Explain the technologies you will use for the development of the website.

6. Project Timeline

- Create a timeline for your project phases.

7. Budget

- Outline any potential costs associated with the project

8. Conclusion

- Summarize the proposal and express your enthusiasm.

- Content: Conclude with a statement that reinforces the project's value. For example, "This proposal presents a strategic plan to create a dynamic website for [Client's Business Name] that meets their needs and engages their customers effectively."

9. Appendices

- Include any additional supporting documents.

- Content: This could include wireframes, mockups, or relevant research that supports your proposal.

10. References

Following are the marks allocation:

No.	Criteria	Marks
1.	Organization/Format	/ 5
2.	Proposal content	/ 5
3.	Target audience	/ 5
4.	Project timeline/Budget	/ 5
5.	Plagiarism	/ 5
6.	Overall assessment	/ 5
	Total Marks	**/ 30**

(To be filled in by lecturer)

Assignment requirement

- This assignment is to be done by **group**.

- The assignment will represent **15%** of the overall assessments.

- Your assignment must start with Cover page and Mark sheet.

- References should apply the APA references styles.

- Please ensure that the size used should be **12 point** and should be in the style of **Times New Roman** and **1.5 spacing with justify**.

- The assignment must be submitted on **24th January 2025**, upload into a Moodle.