**UNIVERSITY CENTRE SOMERSET**

**Computing and Digital Technologies**  
Assignment Coversheet and Grading Criteria  
2019 / 2020

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| **Qualification** | | | **Module Code and Title** | |
| BSc (Hons) Computing and Digital Technologies  FdSc Computing and Digital Technologies | | | SCDT42 Web Application Development | |
| **Student Name and Number** | | | **Module Tutor** | |
|  | | | Simon West | |
| **Date Issued** | | **Submission Date** | | **Return Date** |
| 14/11/2019 12:00 | | 05/12/2019 15:00 | | 15/01/2020 12:00 |
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| **Assignment Number** | 1 of 2. This assignment is worth 50% of the overall module. | | | |
| **Assignment Title** | Coursework One – Presentation | | | |

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| **Module Learning Outcomes**  *To achieve the outcomes the evidence must show that the learner is able to:* | |  | **Task no.** |
| B1 | Select contemporary web development tools and frameworks for use  in the design and development of a web-based solution. |  | 1 |
| C1 | Use technical process improvement tasks to inform solutions to a  web-based problem and present recommendations. |  | 1 |
| D1 | Deliver concise, engaging and well-structured verbal presentations,  arguments and explanations. |  | 2 |

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| **Word Count of Submission** | 1500 |
| **Student Declaration** | |
| Through submitting this assignment through Turnitin you agree that the work was prepared entirely by yourself in accordance with Open University’s Prevention of Academic Dishonesty Code of Practice. | |

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| **Assignment Feedback** |
| All feedback for this assignment will be provided through Turnitin in accordance with the grading criteria below on the given return date. |

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| **Assignment Task(s)** | |
| **Task no.** | **Task details** |
| 1 | The University Centre Somerset has approached All Stars Sports Bar (https://www.allstarssportsbars.co.uk/) to undertake an analysis of their current website and propose recommendations to improve their online presence and business processes. You have been tasked with undertaking this analysis using technical methods and techniques to produce realistic recommendations for improvement.  In addition, you have been tasked with critically evaluating and selecting contemporary web development tools and frameworks to implement these recommendations.  You are required to produce a presentation with the following content and structure:   1. Title 2. Introduction 3. Business Overview 4. Analysis of Current Website 5. Process Improvement Opportunities 6. Recommendations 7. Proposed Web Development Methodology 8. Web Development Tools Evaluation 9. Web Frameworks Evaluation 10. Selection of Web Development Tools and Frameworks 11. Conclusion and Next Steps 12. References   Each slide should be well researched with credible sources, informative, concise and engaging. The should be 150 words of clearly referenced notes on each slide (other than the Title and References slides). |
| 2 | Using the slides from Task 1, you are required to deliver the presentation to a small group of module tutors. The presentation should last no longer than 10 minutes and should be engaging, professional and informative.  Your presentations will take place on the week beginning the 16th December 2019 during your lecture and tutorial slots.  During your presentation you should be prepared to justify your informed recommendations and the web tools and frameworks you have selected for your web-based solution. |

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| **Sources of Information** |
| Duarte, N. (2008) *Slide: ology: The art and science of creating great presentations*, *Interface Vol. 9 (2009)*.  Duarte, N. (2010) ‘Resonate: Present Visual Stories that Transform Audiences’, *Transform*.  Duckett, J. (2011) *HTML and CSS: Design and Build Websites*, *John Wiley & Sons*.  Duckett, J., Ruppert, G. and Moore, J. (2014) *JavaScript and JQuery*, *Interactive Front-End Web Development Hardcover*. |

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| **Submission Requirements** |
| 1. Check the grading criteria below to ensure your assignment document meets the demands of the above task(s). 2. If the assignment contains any practical work, place any relevant additional files (i.e. software) in to a folder and zip-up the entire folder into a single zip file. 3. Name the assignment document and any relevant ZIP file using the following format:  SCGT42 \_CW1\_*StudentNumber\_FirstName\_LastName*.docx/zip  (replace the *placeholders* with your student number, first and last name respectively) 4. Go to the Turnitin and use the upload facility to submit your assignment and any required ZIP file to the relevant module. There is no need to submit this assignment brief. |

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| **IMPORTANT INFORMATION** | |
| * Please stay within the limits of the word count stated at the top of assignment brief. Any additional content over the word count limit (plus or minus 10%) will be disregarded and not be assessed at all.  All work should be submitted online via Turnitin.Please ensure that you submit your assignment on the right submission slot for each module.It is your responsibility to check that you can access Turnitin and Blackboard properly. If your college student account is locked, please contact IT on 01823 366 354 or email them to ITSHelpdesk@btc.ac.uk and request to have your account unlocked, but please ensure you allow plenty of time to do this, do not leave everything until the last day of your deadline.If there are circumstances where you need to submit your assignment other than online, please discuss your needs with the module tutor and alternative arrangements could be made so that you can submit your coursework within the set deadline.Regulations allow you to submit coursework up to 6 working days late. A penalty of deducting 10% will be applied for each day an assignment is late, with a maximum penalty of deducting 60% from your final mark for the late assignment. Any assignment submitted later than 6 days with be awarded a mark of zero. |

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| Numeric Grade | Descriptor  (Class Band) | Undergraduate Grading Criteria | | | | |
| Website Analysis and Process Improvement Opportunities | Recommendations | Web Development Tools and Frameworks | Presentation | References |
| 80-100 | Outstanding  (Upper Distinction) | Website analysis and identified process improvement opportunities are of industry standard and shows outstanding research to provide evidence to inform the web-based solution | Industry standard recommendations have been proposed for the web-based solution. All recommendations are of suitable scope for the assignment requirements | Outstanding critical evaluation of web development tools and frameworks and industry standard tools and frameworks have been selected to design and develop the web-based solution. | Outstanding presentation of professional quality. Outstanding engagement, pace and body language. | Referencing is of professional publication quality. |
| 70-79 | Excellent  (Lower Distinction) | Website analysis and identified process improvement opportunities are of excellent quality and shows excellent research to provide evidence to inform the web-based solution | Excellent, realistic recommendations have been proposed for the web-based solution. All recommendations are of suitable scope for the assignment requirements | Different web development tools and frameworks are discussed effectively and appropriately selected to design and develop the web-based solution | Presentation is engaging and informative. Speech is enthusiastic, clear, audible and well-paced without reliance on notes  Appropriate body language | All citations have been incorporated properly into the text  All references listed properly in the reference list |
| 60-69 | Very Good (Commendation) | Website analysis and identified process improvement opportunities are of good quality and shows good research to provide evidence to inform the web-based solution | Very good, realistic recommendations have been proposed for the web-based solution. All recommendations are of suitable scope for the assignment requirements | Different web development tools and frameworks are discussed and evaluated in a mainly effective manner and appropriately selected to design and develop the web-based solution | Presentation is engaging and informative. Speech is mainly clear, audible and well-paced with only minor exceptions  Mainly appropriate body language | Only minor errors in incorporating citations into the text  Only minor errors in incorporating references into the reference list |
| 50-59 | Good/Satisfactory  (Upper Pass) | Website analysis and identified process improvement opportunities are of fair quality and shows fair research to provide evidence to inform the web-based solution | Satisfactory, acceptable recommendations have been proposed for the web-based solution. Majority of the recommendations are of suitable scope for the assignment requirements | Different web development tools and frameworks are discussed and evaluated in a somewhat effective manner. Some are appropriately selected to design and develop the web-based solution | Presentation is informative. Speech is sometimes clear, audible and well-paced  Body language is adequate | A few errors in incorporating citations into the text  A few errors in incorporating references into the reference list |
| 40-49 | Marginal Pass / Satisfactory (Lower Pass) | Website analysis and identified process improvement opportunities are of adequate quality and shows adequate research to provide evidence to inform the web-based solution | Adequate, recommendations have been proposed for the web-based solution. Some recommendations are unrealistic and out of scope of assignment requirements | Different web development tools and frameworks are discussed and evaluated in an adequate manner. Few are appropriately selected to design and develop the web-based solution | Presentation is somewhat informative. Speech is rarely clear, audible and well-paced  Body language sometimes displays disinterest | Some errors in incorporating citations into the text  Some errors in incorporating references into the reference list |
| 20-39 | Clear Fail  (Fail) | Website analysis and identified process improvement opportunities are of poor quality and shows poor research to provide evidence to inform the web-based solution | Poor, unrealistic recommendations have been proposed for the web-based solution. | Different web development tools and frameworks are discussed and evaluated in an ineffective manner and inappropriately selected to design and develop the web-based solution | Presentation is uninformative and lacks structure. Speech is regularly unclear, inaudible or poorly paced  Body language displays disinterest | Many errors in incorporating citations in text  Many errors in incorporating and reference list |
|  | Nothing of Merit  (Fail) | Website analysis and identified process improvement opportunities do not cover assignment requirements | Inappropriate recommendations have been proposed for the web-based solution. | Different web development tools and frameworks are not discussed or evaluated. | Presentation is incomplete, uninformative and has very poor structure. Speech is unclear, inaudible or poorly paced  Body language displays great disinterest | References have not been incorporated in accordance with University guidelines |