WEB DEVELOPMENT

ASSESSMENT 2: Web Development Project

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| Contribution towards overall module mark | 60% |
| Date set |  |
| Deadline |  |
| Marked work returned by |  |
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Assessment 2: Web Development Project

# The Brief

Your task is to build an interactive website using web technologies. Your project

should make use of the range of techniques you have explored during the module and demonstrate your understanding of these techniques and ability to deploy them successfully. For this assessment you have to decide a theme on which you will create your website.

## Theme 1 – Educational

In this theme, you can select any schools, universities or educational institutes online or physical. It could be a profitable or non-profitable educational institute.

## Theme 2 – Portfolio

In this theme, you have to create your own personal portfolio website that showcases your work, experience and overall development, something that you can use professionally in future.

## Theme 3 – Medical

In this theme, you can create a website related to the medical field such as hospitals, pharmacies or nutrition, it can be related to physical therapy or even mental therapy consultation.

## Theme 4 – Gaming

In this theme, you can create a website that showcases famous games in general or a specific online game that will have its reviews rating and impact. You can also create a website related to a specific sport.

## Theme 5 – Organisation

In this theme, you can create a website that can be related to a business, either your own or the one you like. It could be a profitable or non-profitable organisation online or physical.

For the above theme, you can pick/adapt any existing website as your reference idea, or make one up. There are some creative/technical constraints to consider:

* The piece must deploy HTML5 and CSS.
* The website must i n c l u d e at l e as t 5 p ag e s i n w h i ch t h e u s e r must be able to make navigational decisions (e.g. pick where they want

to go next).

* Your website should include media assets (i.e. still images, moving images, (audio or video if possible)) to make your website more interactive and engaging.
* Javascript and related languages/technologies may be used to enhance

your website.

# Deliverables

The deliverables for the Web Development Project are as follows:

## Web Development Project

Project Files: This includes your HTML and CSS files, as well as any image, video and audio assets needed to render your story. These should be uploaded to your

GitHub Repository.

## The Development Document

Your Web Development Project must be accompanied by a Development

Document of a minimum of 1000 words (there is no maximum word count).

Please include the following elements (note the suggested word counts):

* *Brief:* A very short description of what you have been asked to develop (50

words).

* *Design Direction:* What theme did you choose and why? What is the

underlying concept of the piece? (200 words).

* *Interaction Overview:* A description of how you intend the user to interact with your website example navigational decisions, control mechanisms (150 words).
* *Technical Description:* A technical breakdown of how you created your project. Be sure to use correct terminology, remembering that this section evidences your understanding of the web development techniques used (300 words).
* *Critical Reflection:* An evaluation of your project that notes what is compelling about the work, what could be improved, and what web programming techniques you need to learn to make such improvements

(300 words).

# Submission

Please follow the submission instructions below. Work that is submitted incorrectly may not be accepted or could incur a point’s penalty.

Before submitting have you…

* Checked that any digital work is functioning as expected?
* Spell-checked and grammar-checked any written work that accompanies your digital work? Please make an appointment with the [Writing and Learning Centre o](https://www.bathspa.ac.uk/library/writing-and-learning-centre/)r speak to your tutor if you are experiencing challenges

in this area.

* Formatted your written work to the specification below?
* Referenced all sources of information accurately? Please refer to [www.citethemrightonline.com (](http://www.citethemrightonline.com/)Harvard) for guidance.

Your work must be submitted via Turnitin. Please adhere to the following method:

* Push your project files to your GitHub Repository.
* Paste your GitHub Repository link into your Development Document

(Word).

* Submit your Development Document to Turnitin.

# Marking Criteria

Assignment 2: Web Development Project will be marked against the following

criteria:

1. Concept
2. Design and User Experience (look and feel, approach to interactivity)
3. Technical implementation
4. Documentation

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| Criteria | Weighting |  | Marks |
| Concept | 15% | Very limited concept. The Interactive Website | 0 - 19 |
|  |  | may not be implementable. | (Low Fail) |
| A poor concept with little to no direction. | 20 - 39 |
|  |  | Solution barely draws on recommended or  self-discovered themes. | (Fail) |
| A basic concept with some direction. Solution | 40 - 49 |
|  |  | draws somewhat on recommended or self-  discovered themes yet is weak overall. | (Third) |
| A fair concept that may lack focus. Themes | 50 - 59 |
|  |  | are present yet could be delivered more strongly. Solution somewhat delivers the concept. | (2:2) |
| A good concept with some creative focus. | 60 - 69 |
|  |  | Themes are present and well aligned with the concept. The solution delivers the concept to an acceptable level. | (2:1) |
| An original and sophisticated concept that | 70 - 79 |
|  |  | responds to clear themes. Solution delivers  the concept in a compelling way. | (First) |
| A highly original and sophisticated concept | 80 - 89 |
|  |  | that responds to recommended themes with  skill and flair. | (High First) |
| Beyond expectations for this level of study. | 90 - 100  (Outstanding) |

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| Design and user experience | 20% | A very limited design that may not be implementable. | 0 - 19  (Low Fail) |
| Look and feel, and approach to  interactivity. | A poor solution that pays little attention to design. May be highly unbalanced visually, and may not be interactive. | 20 - 39  (Fail) |
|  | A basic solution that pays only minimal attention to look and feel and/or user  interactivity. | 40 - 49  (Third) |
|  | A fair design that is limited in sophistication. Look and feel is only somewhat considered,  and approach to interactivity is basic. | 50 - 59  (2:2) |
| A good solution that has some design merit. Look and feel is satisfying yet could be  refined, and the approach to interactivity has been considered. | 60 - 69  (2:1) |
| A very good design that has strong visual appeal. A well considered approach to  interactivity is evident. | 70 - 79  (First) |
| An elegant solution that may draw on relevant design theory. Look and feel is compelling  and the approach to interactivity is  sophisticated. | 80 - 89 (High First) |
| Beyond expectations for this level of study. | 90 - 100  (Outstanding) |
| Technical | 40% | A very limited implementation that | 0 - 19 |
| implementation |  | demonstrates little to no understanding of the web development techniques used. | (Low Fail) |
| A poor implementation that demonstrates a | 20 - 39 |
|  |  | limited understanding of the web  development techniques used, and may  contain significant errors. Poor code    commenting and presentation | (Fail) |

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|  |  | A basic implementation of the web development techniques used that may  contain modest errors. Minimal commenting in the code and lack of attention given to presentation of code | 40 - 49  (Third) |
| A fair implementation that deploys key web development techniques. Code has been  commented, but clarity is likely limited. Code presentation has room for improvement | 50 - 59  (2:2) |
| A good implementation that demonstrates a sound understanding of the web development techniques used. Code is well commented and structured to a good standard. Coding conventions (indenting, naming etc.) are observed yet may contain minor errors. | 60 - 69  (2:1) |
| A very good implementation that shows a  thorough understanding of the web development techniques used. Some  techniques beyond those taught in class are deployed. Code is commented and structured to a high standard and coding conventions have been well observed. | 70 - 79  (First) |
| An excellent implementation that deploys web  development techniques well beyond the scope of those demonstrated in class. Commenting is detailed and coding conventions have been observed with  precision. | 80 - 89 (High First) |
| Beyond expectations for this level of study. | 90 - 100  (Outstanding) |
| Documentation | 25% | Very limited documentation that  demonstrates little or no understanding of the design and build process. Critical reflection is | 0 - 19  (Low Fail) |

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|  |  | missing or inadequate. Structure is  unacceptable. |  |
| A poor attempt that does not meet the requirements of the development document. Key sections are missing or badly structured. Inadequate technical description and/or  critical reflection. | 20 - 39  (Fail) |
| Basic documentation that offers only minimal information about the design direction and technical implementation of the project. Correct use of technical terminology is lacking and critical reflection is limited in depth.  Structure is acceptable. | 40 - 49  (Third) |
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| A fair attempt that provides only key  information about the design and operation of the project. May be limited in the clarity of the  technical description and the depth of the critical reflection. Document structure is acceptable. | 50 - 59  (2:2) |
| A good development document that provides a clear overview of the design direction and a  sound description of the technical implementation. Critical reflection is adequate, but may be limited in depth.  Document structure has only minor issues. | 60 - 69  (2:1) |
| A very good overview of the provides a comprehensive description of the concept, design and technical implementation.  Structure is without error. Critical reflection is thorough and insightful. | 70 - 79  (First) |
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| An excellent overview that provides a high  level of insight into the concept, design and | 80 - 89 (High First) |
|  |  | technical implementation. Reflection is highly critical, and structure is without error. |  |
| Beyond expectations for this level of study. | 90 - 100  (Outstanding) |

# Intended Learning Outcomes (ILOs)

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| ILO | Assessed |
| The application of HTML5 and CSS to create media-rich artefacts that are deployed online. | ✓  ✓  ✓  ✓ |
| An adherence to coding conventions that ease the review, maintenance and debugging of web applications. |
| An ability to deploy computational thinking to select and apply appropriate technical strategies for addressing a web development problem. |
| An ability to discuss the technical implementation of a web project and reflect critically on the results. |

Mark penalties may be applied to late submissions without prior approval of an extension. Please ensure that you prepare and submit your work in good time to allow for any issues that may arise.