**Web Authoring Project Assessment Brief**

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| Portfolio reference: \_\_\_\_\_\_\_\_\_\_ |

**Programme Module Title: \_\_\_Web Authoring\_\_\_\_\_\_\_ Programme Module Code: \_\_\_\_C20148\_\_\_**

**Assessment Technique/s: \_\_\_\_\_\_\_\_\_Project\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Weighting (%)\_\_\_\_\_\_\_\_100%\_\_\_\_\_\_**

**Title of Brief: \_\_\_\_\_\_Web Authoring Project\_\_\_\_\_\_\_\_\_\_\_\_ Tutor: \_\_\_\_\_\_\_\_\_Jane Egan \_\_\_\_\_\_\_\_\_\_\_\_\_**

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| ***Instructions to Learner***  You are required to create a website to promote your company/business or you may choose to base your project on a hobby or topic in which you have an interest. The topic you choose for your website should be consistent and each page in the site should relate to the subject matter. Choose something that you have an interest in as you will be working on this project between now and the end of April.  Your website should meet the needs of your target market and be suitable for the company/topic you are promoting.  Before beginning your site design you should thoroughly investigate online companies that are similar to yours and document any information found.  You should document the website design process that you will follow and ensure to test your website with a suitable target audience.  Your website should include the following correct HTML codes:   * Text Formatting * Graphics * Page Layout (using CSS) * Links and anchors * Image Maps * Lists * Tables * Comment and Meta tags * Multimedia tags * Symbol Codes * RGB Colour System. |

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| **Assessment Criteria** | **Maximum Mark** | **Learner Mark** |
| Thorough investigation of topic using appropriate research | 10 |  |
| Appropriate and effective use of equipment and techniques in the design and construction process | 30 |  |
| Excellent technical, visual and aesthetic quality to finished functional product | 50 |  |
| Critical evaluation of the finished product | 10 |  |
| **Total Mark** | 100 |  |

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| **Learning Outcome/s assessed**  ***10.1.0 – 10.1.10, 10.2.1 – 10.2.3, 10.3.1 – 10.3.13*** |

**Evidence generated**

*Date Brief issued:* 3/02/2014 Submission for Feedback: 31/03/2014*Final Submission:* 28/04/2014

*Learner’s Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Declaration of Authorship*

*I declare that all material in this assessment is my own work.*

*Signed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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| *I confirm that I have received feedback from the teacher/tutor as required.*  *Learner’s signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* |