

SCHOOL OF ARCHITECTURE, COMPUTING & ENGINEERING

Submission instructions

- Cover sheet to be attached to the front of the assignment when submitted
- Question paper to be attached to the assignment when submitted
- All pages to be numbered sequentially
- All work has to be presented in a ready to submit state upon arrival at the ACE Helpdesk. Assignment coversheets or stationery will **NOT** be provided by Helpdesk staff

Module code	CN/CD4003		
Module title	Web Technologies		
Module leader	Dr Fadi Safieddine		
Assignment tutor			
Assignment title	Individual assignment– develop, evaluate and document a prototype website		
Assignment number	1		
Weighting	100%		
Handout date	Week 2		
Submission date	Week 13 (2nd May 2022 12:00 midday)		
Learning outcomes assessed by this assignment	1, 2, 3, 4, 5, 6, 7 and 8		
Turnitin submission requirement	YES	Turnitin GradeMark feedback used?	YES
UEL Plus Grade Book submission used?	NO	UEL Plus Grade Book feedback used?	NO
Other electronic system used?	No	Are submissions / feedback totally electronic?	yes
Additional information			



Form of assessment:

☒ Individual work ☐ Group work

For **group work** assessment which requires members to submit both individual and group work aspects for the assignment, the work should be submitted as:

☐ Consolidated single document ☒ Separately by each member

Number of assignment copies required:

☒ One ☐ Other ☐ Other

Assignment to be presented in the following format:

- ☒ On-line submission
- ☐ Stapled once in the top left-hand corner
- ☐ Glue bound
- ☐ Spiral bound
- ☐ Placed in a A4 ring bound folder (not lever arch)

Note: To students submitting work on A3/A2 boards, work has to be contained in suitable protective case to ensure any damage to work is avoided.

Soft copy:

- ☐ (to be attached to the work in an envelope or purpose made wallet adhered to the rear) adhered to the rear)
- ☐ wallet adhered to the rear) adhered to the rear)
- ☐ Soft copy not required

Note to all students

Assignment cover sheets can be downloaded from logging into UEL Direct via the following pathway.

UEL Direct → My Record → My Programme → Assessment log dates with Barcoded Frontsheet

All work has to be presented in a ready to submit state upon arrival at the ACE Helpdesk. Assignment cover sheets or stationery (including staplers) will NOT be provided by Helpdesk staff. This will mean students will not be able to staple cover sheets at the Helpdesk.

Individual assignment– develop, evaluate and document a prototype website

You are required to do an individual assignment with a scenario involving the design, implementation and testing of a working website to meet the specified requirements, plus documentation of the design implementation and testing. We recommend you follow the given tasks below for better assignment structure and presentation.

Background:

Many websites promote holidays and trips abroad. There has been an increase in interest in holidays at home, better known as Staycations. Staycation is a holiday period where an individual or family stays within the confines of the country they live in and participates in planned events and activities within driving distance or train journey from their home. While some have used this option as a cheaper alternative to flying on holidays, more and more people actively select it because it is better for the environment.

Assume yourself a local business interested in promoting Staycation as an option. Research and create a website that promotes the concept of Staycation in your local community. Focus on its benefits on the local economy, the environment, and quality time.

Students may create a 'Staycation' website for their hometown and the language of the website could be local as long as the language is available to be translated by Google Translate¹.

Tasks:

Task 1 - The Case Study: Present your case study based on the topic presented above. Present the overall requirements of such a website. (L.O.2., 400 words, 5%)

Task 2- Background Research: Review at least ten websites promoting businesses that are similar to your case study. Reflect on the design, usability, features (functionality), accessibility, and legal requirements of these websites. Present a summary of your analysis and a summarised tabular list of the websites you visited. (L.O.1. and L.O.7, 700 words, 10%)

Task 3- Web Planning: Using a defined approach to modelling, present a plan for your website to include design, usability, functionality, and accessibility features. Your plans should separate the design specification from the content. Make your web technologies recommendations, choice of URL, service provider, and method of implementation. (L.O.1. and L.O.2., 700 words, 20%).

¹ <https://www.labnol.org/code/19899-google-translate-languages>

Task 4- Implementation² and Testing: Implement your website and provide testing logs. You should provide screenshots of every page with an explanation of any design, usability, functionality, and accessibility features included. Label your screenshots appropriately. The HTML codes to be provided in the appendix. Ensure that the document is presented in a professional structure. The website needs to have the following elements: HTML, CSS, HTML comments, images, lists, forms, and navigation. Testing should include logs of each page as well as W3C validation reports. (L.O.3, L.O.4., and L.O.8, 700 words, 50%)

Task 5- Evaluation and Reflection: Evaluate your website site and reflect on your Background Research (Task 2). Suggest ways to optimise your website using search engines, mobile accessibility, advertising revenues, and local exposure. (L.O.5. and L.O.6, 500 words, 15%).

The word limits are just a suggestion for word distributions. You are free to change this distribution provided your overall does not exceed 3000 words. The site should have content that is relevant and considers the interests of the audience. It should be easy to navigate and be able to express what you want to show most efficiently. You should choose a colour scheme to reflect the content and context. You should try and make appropriate use of images to complement the site. Ensure that the site does not have grammar & spelling mistakes, and all the links work.

Please upload ONLY ONE file:

A word document with the:

- Five tasks listed above.
- The URL of your website (if you have uploaded it online).
- Project plan and image sources. The file must be called your group number followed by your studentid.doc So if you are in group 3 and your ID is 1234567 (i.e. G3U1234567.docx or G3U1234567.doc or GU31234567.pdf)

The maximum submission size is 100Mb.

DEADLINE: Week 13 (2nd of May 2022 12:00 midday)

Formative Feedback

You have the opportunity to submit tasks at designated milestones during the running of the module to receive formative feedback.

The feedback is designed to help you develop areas of your work, and it helps you develop your skills as an independent learner.

² Students are not allowed to use websites or software that generates for there assignment. For example, use of Wix, WordPress, Dreamweaver, or any software or templates. The use of these tools will be reported as breach of regulations.

If you are a Distance learning student, your work must be submitted to the tutor as follows: Submit task 1 by the end of week three, task 2 and 3 by the end of week seven, task 4 by the end of week 10, and finally, submit task 5 by the end of week 12.

Informative feedback is to allow time for you to reflect on the instructor's recommendation and draft your final submission.

Formative feedback will not be given to work submitted after the above date.

Guidelines

You **MUST** underpin your analysis and evaluation of the key issues with appropriate and wide-ranging academic research and ensure this is referenced using the UEL Harvard system. Please refer to your CN4005 Mental Wealth lesson on citations and references.

Guide to Harvard Referencing and citations:

<https://www.open.ac.uk/library/referencing-and-plagiarism/quick-guide-to-harvard-referencing-cite-them-right>

You must use the UEL Harvard Referencing method in your assignment.

WEBSITE GUIDANCE:

Most of the marks are awarded for your use of HTML5 and CSS. Some marks will be awarded for good design and layout. The site should use a responsive framework.

The following assessment criteria will be used:

- **Technical Criteria**
 - LAYOUT.
 - The arrangement of text and images on each page should be visually appealing (see the article in the appendix).
 - NAVIGATION.
 - Each page links to each of the others.
 - The navigation must be visible without scrolling and located in the same place on every page.
 - The site must have a minimum of 6 pages and a maximum of 10 pages.
 - STRUCTURE:
 - Site assets should be stored in subfolders.
 - TEXT.
 - The text is large enough to read and contrasts strongly with the background colour.
 - Each page must have at least one heading (e.g. <h1>) and at least one paragraph of text.
 - The heading and text must all be styled in CSS. All pages must tell readers something about the subject allocated to you.
 - IMAGES.

- Each page must contain at least one unique image. (for which you have copyright approval)
 - You need to specify in the project appendix each image and their source and copyright status.
- TABLES:
 - Presentation of some page content using a table with at least 4 columns and 4 rows.
 - Extra marks if you style your table with CSS
- LISTS:
 - Presentation of some page content using a nested list (not the menu).
- TITLES.
 - Each page must have a logical <title> element that identifies both the Website and the topic of the page.
- VALIDATION.
 - Each page must validate as at least HTML 4.01. The CSS must validate as well.
- CSS:
 - Use of CSS should have examples of external, internal and inline CSS
- **Good Site Effectiveness**
 - Cross-platform stability
 - Download time – has thought gone into the size of pages to minimise download times?
 - Accessibility – do the pages satisfy the <http://www.w3.org/WAI/> accessibility criteria?

MARKING CRITERIA

<div>✕ HTML</div> <div>↓</div> <div>📄</div>	Not Present <div>0 points</div> ✕	Site makes effective use of basic HTML text tags. (Basic Skills Shown) <div>2 points</div> ✕	Site makes effective use of basic HTML text tags. (Intermediate Skills Shown) <div>5 points</div> ✕	Site makes effective use of basic HTML text tags. (Advance Skills Shown) <div>10 points</div> ✕	
<div>↑ Images</div> <div>✕</div> <div>↓</div> <div>📄</div>	Not present <div>0 points</div> ✕	All images are referenced (Basic Skills Shown) <div>2 points</div> ✕	All images are referenced (Intermediate Skills Shown) <div>5 points</div> ✕	All images are referenced (Advanced Skills Shown) <div>10 points</div> ✕	
<div>↑ Table & Lists</div> <div>✕</div> <div>↓</div> <div>📄</div>	Not present <div>0 points</div> ✕	Site has a table & a nested list (Basic Skills Shown) <div>2 points</div> ✕	Site has a table & a nested list (Intermediate Skills Shown) <div>5 points</div> ✕	Site has a table & a nested list (Advance Skills Shown) <div>10 points</div> ✕	
<div>↑ Form</div> <div>✕</div> <div>↓</div> <div>📄</div>	Not present <div>0 points</div> ✕	Site has a form (Basic Skills Shown) <div>5 points</div> ✕	Site has a form (Intermediate Skills Shown) <div>10 points</div> ✕	Site has a form (Advance Skills Shown) <div>15 points</div> ✕	
<div>↑ Navigation</div> <div>✕</div> <div>↓</div> <div>📄</div>	Not present <div>0 points</div> ✕	All links on the site are working effectively (Basic Skills Shown) <div>5 points</div> ✕	All links on the site are working effectively (Intermediate Skills Shown) <div>10 points</div> ✕	All links on the site are working effectively (Advance Skills Shown) <div>15 points</div> ✕	
<div>↑ CSS</div> <div>✕</div> <div>↓</div> <div>📄</div>	Not present <div>0 points</div> ✕	The site uses internal, external style and in line CSS. At least 8 styles must be defined (Basic Skills Shown) <div>5 points</div> ✕	Good skills shown (10 Points) <div>10 points</div> ✕	The site uses internal, external style and in line CSS. At least 8 styles must be defined (Intermediate Skills Shown) <div>15 points</div> ✕	The site uses internal, external style and in line CSS. At least 8 styles must be defined (Advance Skills Shown) <div>20 points</div> ✕
<div>↑ Website Evaluation</div> <div>✕</div> <div>📄</div>	Not present <div>0 points</div> ✕	The site has been well designed as per assignment criteria and the evaluation captures the steps taken (Poor) <div>5 points</div> ✕	The site has been well designed as per assignment criteria and the evaluation captures the steps taken (Average) <div>10 points</div> ✕	The site has been well designed as per assignment criteria and the evaluation captures the steps taken (Above Average) <div>15 points</div> ✕	The site has been well designed as per assignment criteria and the evaluation captures the steps taken (Excellent) <div>20 points</div> ✕

PLAGIARISM & COLLUSION

<https://www.uel.ac.uk/study/student-life/library-archives-learning-services/info-skills-guides/referencing-information>

FEEDBACK TO STUDENTS

Feedback is central to learning and is provided to students to develop their knowledge, understanding, skills and to help promote learning and facilitate improvement.

- Feedback will be provided as soon as possible after the student has completed the assessment task.
- It will be given within 20 working days of the submission date of the work
- Feedback will be in relation to the learning outcomes and assessment criteria.
- It will be offered via Turnitin GradeMark and an Audio file where appropriate.

As the feedback (including marks) is provided before Award & Field Board, marks are:

- Provisional
- available for External Examiner scrutiny
- subject to change and approval by the Assessment Board

All students are actively encouraged to collect feedback, review and consider its recommendations and implications, and seek further advice and guidance from academic staff where required.

USEFUL LINKS

Frameworks:

- http://www.w3schools.com/css/css_rwd_frameworks.asp
- <http://www.awwwards.com/what-are-frameworks-22-best-responsive-css-frameworks-for-web-design.html>
- <https://www.sitepoint.com/5-most-popular-frontend-frameworks-compared/>
- Validate HTML/XHTML: <http://validator.w3.org>
Validate CSS: <http://jigsaw.w3.org/css-validator/>
- Gimp Photo Editing: <http://www.gimp.org/>
- Google Web Designer: <http://www.google.co.uk/webdesigner/>
- Amaya: <http://www.w3.org/Amaya/>
- Adobe Kuler Color Picker: <https://kuler.adobe.com/>
- Paletton - The Color Scheme Designer: <http://paletton.com>
- 10 Tools for Creating Brilliant Color Schemes:
<http://mashable.com/2013/01/15/color-scheme-tools/>
- Measuring The Visual Appeal Of Websites:
<http://www.measuringu.com/blog/visual-appeal.php>
- Validate HTML/XHTML: <http://validator.w3.org>
Validate CSS: <http://jigsaw.w3.org/css-validator/>

TOOLS:

Gimp Photo Editing: <http://www.gimp.org/>
Google Web Designer: <http://www.google.co.uk/webdesigner/>
Adobe Kuler Color Picker: <https://kuler.adobe.com/>
Paletton - The Color Scheme Designer: <http://paletton.com>
10 Tools for Creating Brilliant Color Schemes:
<http://mashable.com/2013/01/15/color-scheme-tools/>
Measuring The Visual Appeal Of Websites:
<http://www.measuringu.com/blog/visual-appeal.php>