

# FIT1050 Assignment 3 - Website Development and Report

Rubrics provide guidelines for performance expectations. Actual grading may vary to reflect quality and quantity of submitted work, adherence to briefs and application of learning from unit content.

Criteria		Poor	Fair	Good	Excellent
Use of and customisation of template components		Approved template components used with minimal superficial customisation.	Approved template components used with realistic customised content and some design changes.	Approved template components used with realistic of content and customisation of colours and fonts.	Approved template used. Realistic content, customised colours and fonts. Further structure and style modified without error.
Website Homepage Content and Architecture		The website has the minimum required sections. Content design does not meaningfully address user goals.	The website has a logical organisation of useful content, but minimal labelling and navigation considerations.	The website has useful content that is organised and labelled well to address user needs.	Highly effective homepage provides easy access to several user goals. All content and navigation is organised and labelled well.
Website Visual design and User Experience		There are several areas where visual design principles are incorrectly applied, impacting the usability of the website.	Visual design principles are applied well in most areas to present tidy content with some unique visual styling.	Professional design applies visual design principles for a high degree of usability and accessibility.	Compelling design to suit target audience. Visual design principles applied comprehensively with attention to detail.
Website JavaScript Interactivity		New JavaScript functionality is not fully functional due to errors or lacks user interaction.	A simple JavaScript interaction is present, provides minimal benefit to users.	A simple JavaScript interaction provides some useful benefit to users.	A complex JavaScript interaction provides meaningful supports to user goals.
Website optimization		The website folder includes unnecessary files and unoptimised images.	The website folder has a few unnecessary files. Images could be optimised further.	Unnecessary files have been removed and all images are optimised using appropriate formats.	Unnecessary files removed. Image dimensions and formats optimised. The site loads under 10MB of resources.
Website Hosting		A URL is provided but the website cannot be loaded using it.	A URL is provided, but several resources don't load, significantly impacting functionality.	A URL is provided, but some resources don't load, A working favicon is included.	Website is hosted online and all content and features work correctly, including a favicon.
Report Introduction		Report introduction is vague, lacking specific goals or identification of specific and objective audience attributes.	Report introduction provides some overview of the topic, but describes goals and audience broadly.	Report introduction provides specific topic overview and project goals. Target audience is defined broadly.	Report introduction provides specific overview of topic and goals. Audience is clearly defined with specific attributes.
Annotated Screenshots of Website Sections		Screenshots of website sections are present but lack annotation of template modules used.	Screenshots of website sections are present but annotation of template modules is vague or incomplete.	Screenshots of website sections are present but some annotation of template modules appears inaccurate.	Screenshots of each website section provided with annotation of specific template modules used.
Decisions	Site Content and Major Feature	Specific decisions are described, but most are lacking theory-based reasoning for the implementation.	Specific decisions are explained, mostly making general reference to relevant theory from the unit.	Specific decisions are described with well-reasoned and mostly correct application of theory from the unit.	Specific decisions are explained with reasoning that demonstrates strong understanding of theory with further research research.
	Visual Design Style				
	Image Optimisation				
	Accessibility				
	JavaScript Interaction				
References		Many research or website resource references appear to be missing.	Research references are complete. Some website resources not referenced or vague.	References appear complete, but some images lack appropriate licences.	References present for all research and website resources. All images correctly licenced.
Report Structure and Formatting		Poor organization and formatting. Frequent notable errors in written content.	Generally tidy formatting, structure could be clearer. Minor notable issues in writing.	Structure is has clear formatting, but could be slightly more consistent. Few minor issues in writing quality.	Highly consistent formatting with excellent heading structure. No notable issues with writing quality.