CMP1130M Web Authoring Assessment Item 1

Learning Outcome	Criterion	Pass	2:2	2:1	1st
[LO1] understand the strengths and weaknesses of current web specifications and standards over previous version iterations (15%)	Identifying and appraising current web specifications, standards and associated challenges when applying them to a website. (demonstrated within the Written report)	One or two web specifications and standards are *cursorily* considered. There is *basic appraisal* of strengths and weaknesses.	Two web specifications and standards are considered in *moderate* detail. Strengths and weaknesses are appraised with a *couple of references* to appropriate literature.	A number (2+) of relevant web specifications and standards are *critiqued effectively*. Strengths and weaknesses, for the most part, are *carefully considered* with *well-chosen references* to supporting literature.	Numerous, wide ranging web specification and standards are critiqued in the context of the assignment and beyond. Strengths and weaknesses are fully explored with use of appropriate supporting examples from the site implementation and key academic texts.
[LO2] design and implement interactive web pages featuring multimedia, advanced interaction, and local storage (65%)	Create (design, implement and test) a functional website for the proposed company and upload it to the identified server (as per the brief)	1 basic wireframe 1 basic UX diagram 1 basic mood board A couple of basic interactive web pages are created using HTML5 and CSS3. Multimedia and non-trivial interactions are featured. Some aspects may be implemented more successfully and favourably than others.	1 rudimentary wireframe 1 rudimentary UX diagram Multiple mood boards A couple of interactive web pages are created. HTML5, CSS3 and scripting were appropriately used (and commented). Rich Multimedia and moderate interactions are featured.	1 detailed wireframe 1 detailed UX diagram Multiple mood boards that consider and categorise styles and UI design and UX A number of interactive web pages are created. Advanced utilisation of HTML5, CSS3 and scripting features. Advanced interactions are featured.	Multiple detailed wireframes Multiple detailed UX diagrams Multiple mood boards that consider and categorise styles and UI design and UX A wide and diverse range of interactive web pages are created. The required features are implemented in a way that is sophisticated, transparent, and logical. All features are appropriate to the context. There is very good consistency site wide.

			The pages show appropriate development of the required features. At least two non-trivial aspects are implemented to a good standard.	All the required features are implemented and developed successfully. A few aspects of the site demonstrate *innovative qualities*.	*Additional advanced and innovative features are highly encouraged and will attract extra marks.*
[LO3] apply appropriate web standards ensuring maximum interoperability (20%)	*Demonstrate the appropriate use of web standards to ensure maximum interoperability between browsers and devices.* *Particularly, the W3C Validation reports, Markup (CSS, HTML) Cross browser/platform Testing.* (demonstrated in both; video and written report)	There is evidence that the most basic best practices and standards are employed within the development of the website. W3C validation is attempted for the HTML and CSS markup, although few fundamental errors remain unresolved. The site is demonstrated to function acceptably in at least two of the most popular browsers. Further refinement is required to extend the interoperability of the site.	There is evidence that the most prevalent best practices and standards are employed to some success throughout the sites development. W3C validation is evident for all main pages of CSS and HTML markup. The validation is accompanied by an *appropriate account of the processes undertaken to overcome errors and ensure interoperability*. The site is demonstrated to operate in couple of the most popular browsers, and the log clearly identifies aspects that require development to extend compatibility.	There is evidence that the most prevalent best practices and standards are employed successfully site wide. W3C validation is evident for all main pages of the markup, both HTML and CSS. There may well be evidence of additional testing for other scripted features (e.g. JavaScript). Structure, organisation and commenting are effectively and consistently applied. Limited errors and inconsistencies. All major errors are acceptably resolved. The interoperability of the	The majority of conceivable best practices and standards are employed to a *high standard across all web pages*. The site's markup (HTML & CSS) objectively passes all conformances testing of the W3C. The process undertaken to ensure interoperability is exceptionally explained, documented and demonstrated. The site operates to a high standard in almost all popular browser vendors and versions. The work may demonstrate and explain additional compatibility measures that are, or can be applied to the site to extend interoperability further. This is to

				site is well developed and appropriately documented and demonstrated.	include acknowledgement of the impact on site performance when applying any such measures.
Weighting	All criteria in this assessment are weighted according to the stated percentages.				