

IN3050 – Food Bank Website

Coursework 1 Specification and Assessment Criteria

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Based on coursework created by Dr Martin Walter

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1 Introduction

This document provides information about the first coursework for the Web Development module. Please remember this is a super module and that a different assignment is set (around the same theme) for the 3rd and 4th year student under the IN3050 and INM428 codes.

The assessment has four parts:

- 1) Develop a **simple website** for a provided customer to introduce their company. This website must have a good semantic structure and be well designed, be accessible and responsive. The website must use assets provided to you in the `info-package.zip` file and no other images or logos.
- 2) Provide a simple **explanation of your design and implementation choices** for your website. This explanation should be a single side of A4 and is intended to provide insight to your thought process during the creation of the website. Make sure to justify your decisions in the context of UX, UI and accessibility.
- 3) Attend an **in-person viva** to demonstrate and explain your work. The attendance is compulsory and not attending will result in failure for this component.
- 4) A **clear statement about any reuse of code, content or the use of GenAI**. You should outline if you used AI and list the prompts used. List only the main prompts, no need to put all the follow-up questions.

2 Deliverables

2.1 Website

The Community Table food bank is a new community initiative in Islington, London. They have asked you to design a simple website/page to present their business to the public. They have provided you with some information about themselves and related images and media in the associated `info-package.zip` file. The Community Table have identified three initial audiences for their website, these are potential volunteers, donors and people accessing support.

You are required to develop a client-side only website (based on the content of weeks 1-5 of the module). This website must present the business to the audiences identified above. Further, the website must be well structured, with clear semantics and be appropriately accessible and responsive. It would be reasonable to design for responsiveness for desktop and mobile phone viewing only, it is not expected to cater for all sizes of mobile device. When considering accessibility, you should make a best effort to ensure the website can be used by people with disabilities, there is no requirement to comply fully with any particular regulation or legislation.

The size of the website is not prescribed and it would be equally valid to provide several linked pages and it would be to produce a single 'long' page. This decision is up to you and you should note your reasoning in the supporting explanation.

If Information you wish to add to the site is not provided, please add place-holder text to the area to demonstrate the intended use.

When approaching this assignment keep in mind the keys of UX and UI design and the principles of accessibility and responsiveness. Also consider the process of designing for accessibility: start with the text, then move to HTML and then apply style, layout and any interaction you see fit.

You should also keep in mind the needs of the audience; can they be met with the same information and should this all be presented to all users? Or should you consider segregating information and using navigation elements to signpost different users to the information of interest.

Further, consider the use of UI elements: input elements, output elements and helper elements. If you add content to your site that would require back-end processing this is ok, just design the frontend input (and if appropriate output). There is no need to develop any dynamic content.

Remember, it is important to take this website design task from base principles of UX and UI, consider the keys of good UX: explore and understand the problem – what does the customer want; research and learn about your users and their needs – what has the customer told you and look at other examples of related sites and what/how they tackle the tasks; don't be afraid to create quick designs and then evaluate them later – remember that the first idea may not be the best; prototype your best idea and evaluate then iterate on this work – refine your work and be honest with yourself about if and how well it works.

Your website can make use of external content like fonts and icons (font awesome) etc. however, it must run as provided in your submission. Website will be tested while connected to the WWW but no login or other processes are permitted to access content.

Please note, the use of CSS libraries, external templates etc. is not permitted. The required content for FontAwesome is an exception to this, should you choose to use it.

2.2 Supporting Explanation

This short document is intended to help clarify our approach. There are many different ways to approach this task and many will be valid. The key for the assessment is not only what you produce but the process used to get there.

You need to provide up to a single side of A4 that explains your decisions and choices, eg. why did you structure your HTML the way you did, why did you choose particular elements. Also, how are you catering for the different audiences. This document is intended to help explain your choices and provide a resource where queries may occur so your thought process can be taken into account.

Together with the implementation, the content of this document contributes directly to the assessment of accessibility, responsiveness, and overall design, including UX and UI considerations.

2.3 Reuse and GenAI statement

In addition to your explanation, you **must** provide a statement of reuse and use of GenAI. This must detail any code or other assets (save those provided as part of the coursework) that you have used and a clear state of your use (or not) of GenAI in line with the section below.

Failure to provide this information will result in your work being considered to be wholly original and any reuse of resources or use of GenAI found will be considered under the plagiarism regulations.

3 What to submit

Your work should be submitted as a **single .zip archive**. The submission should be named in the format: studentID_surname_CW1 (e.g. 0012345_Mosa_CW1). The zip file should contain the following and must comply exactly with the instructions.

Work that does not comply with the outlined structure will receive a 5% mark reduction penalty.

- The zip file must contain at the root level a folder titled 'website' inside which all your website code is provided.
- The main page of your website must be directly in the 'website' folder and titled 'index.html'. Your website must include or reference all assets required to run and view the site.
- You must include a pdf file single page explaining your process.
- A PDF file with a statement about the reuse of work and the use of GenAI. The statement must include specific information and the main prompts used.

4 Assessment Criteria

This deliverable contributes 20% of the module mark.

This assessment is separate into four key areas and will be assessed at the level appropriate to your the level of study:

- Semantic structure and format of HTML (5 marks)
- CSS styling and layout (5 marks)
- Accessibility and responsiveness (5 marks)
- Overall design, including consideration of UX and UI (5 marks)
- Attending the in-person presentation (pass/fail)

5 Online resources, GenAI and software reuse

Web development, like all of software development, can be a collaborative process and the use of standard libraries and reuse of previously produced code is common place in industry. That being said, it is critical to understand when this form of reuse is appropriate and how it should be documented.

Any code that is not generated directly by the student, or third-party libraries use within the work, must be referenced to their source. Further, details of the licence under which the reuse has been made must be documented and a review of the code to demonstrate clear understanding and applicability of the code must be undertaken. A report of these legitimate reuse must accompany the submission is the root of the .zip archive.

The use of GenAI, such as ChatGPT is permitted within the Web Development module. However, in addition to the requirements above, where GenAI is used you are required to provide details of the tool used to generate the code along with the search terms/prompts used. Note, that you are responsible for ensuring any licenses used by the work generated are appropriate and documents. Moreover, you are responsible for ensuring that the generated content is not plagiaristic. You are responsible for plagiarism not the GenAI.

It is strongly recommend that before you use any GenAI tool that you take time to understand how it works and what its limitations and biases are. You may find these videos on [Generative AI - Video Discussions and Related Material](#) useful.

Further, please review the [University's statement on GenAI](#).

6 Originality of Work

Collaboration is encouraged in this module and you are welcome to discuss ideas and seek feedback from fellow students. However, each student is expected to **work independently on their own website and to tackle the problem in their own way**. Obviously, there may be some similarities in the website from different students and the structure of the content. However, copying of (parts of) work of another student, of course, is not permitted, and will be treated as plagiarism of coursework! If copying is detected¹, the student(s) involved will be given **zero** marks for the affected deliverable.

¹ Checks will be made! For example, via automatic comparison of source code submissions, etc