**Coursework Assignment Brief**

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| **Academic year and term:** | 2018/19 – Semester-1, Year 1 |
| **Module title:** | Website Development |
| **Module code:** | QAC020C153A |
| **Module Convener:** | Ekereuke Udoh |
| **Learning outcomes assessed within this piece of work as agreed at the programme level meeting** | *On successful completion of this module students will be able to*   1. Gain knowledge and understanding of state-of-the-art web design technologies 2. Demonstrate the ability to design, develop, test and evaluate interactive websites. 3. Demonstrate the ability to deploy web application online by building a local server and uploading files to the internet. 4. Understand and apply interface design principles to develop usable and accessible websites. |
| **Type of assessment:** | Part A: Design and develop Source Code (60% weighting)  Part B : Evaluation report (40% weighting) |
| **Assessment deadline:** | Part A: Design and develop Source Code. Submission on **TBC (Week-10) (no later than 2pm)**. This should be submitted via Moodle as a word file (500 words) which should contain screen shots of the source code and associated documents (see the deliverables required on page 2 for Part A)  Part B: Evaluation report submitted as word file (1000 words). Submission on **TBC (Week-12)** via Turnitin (**no later than 2pm**) |

**Assignment Tasks**

Your assignment consists of two parts: Part A is the design and development of a website for Wedding planning (worth *60%* of the total marks of the assignment), and part 2 is an evaluation report consisting of reflective commentary on task one (worth *40%* of the total marks of the assignment). Both tasks are individual pieces of work. Part A will assess learning outcomes 2 & 3 whereas Part B will assess learning outcomes 1 & 4.

**Part A – Scenario**

You are progressing well as a junior web designer for a leading communications firm dTech Ltd. An opportunity has arisen for you to work for a small client company known as JS Wedding Planners. The client is UK based and provide a range of wedding design, plan and management services such as; Wedding planning, catering, venue booking, florist, cakes, transport and photography. At the moment, JS Wedding Planners are running their business through using brick-and-mortar approach as they only have physical presence on high street. However to extend their business they are now looking to create their online presence so that they can reach out to their existing customers as well as attract new ones.

The client (JS Wedding Planners) have decided to create a website to promote their presence and the services they offer. The client will also use the website as a contact tool to engage with their customers. The website should be simple to use and must consider customer experience when designing and developing this website. You will design a front-end website using suitable design principles, tools and technologies that you will learn in this module such as Adobe brackets or sublime text-2, HTML, CSS and JavaScript.

**Deliverables**

You should submit this assignment as a word document (500 words) via Moodle and must include the following:

* ***Design* documentations:** This should include annotated sketch diagrams/wire-frames; colour schemes and style patterns etc. Your report will show how you have addressed accessibility in your design e.g. checks on user input, different colour patterns for visually impaired.
* ***Development:*** This should include screen shots of the website and the original code for the site in plain text with *code comments.*
* ***Testing*** **and validation:** Your work should include the following evidence for cross browser compatibility, link checking, HTML & CSS validation check and steps taken to remove errors;

1. Screen shots of the website running on at least two web browsers e.g. Internet Explorer or Google Chrome or any other browser for cross browser compatibility
2. Screen shots of all website with working links
3. Screen shots of HTML & CSS validation including steps taken to remove any errors. (Hint: you could use <https://validator.w3.org/> for HTML validation and <https://jigsaw.w3.org/css-validator/> for CSS validation)

* ***Deployment:*** Setting up a WAMP/XAMPP server or any free hosting to demonstrate understanding of how to upload files on the internet. Screenshot evidence is required to demonstrate successful installation of WAMP/XAMPP server for web hosting.

Task A is worth 60% of the overall assignment. The marking criteria are outlined below.

**Marking Criteria Task, A**

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| **Functionality** | **Deliverables** | **Marks** |
| User Interface | A simple yet professional looking interface and system to link the pages (minimum four pages). The site should display a welcome message for customers and a brief background about the company. | 20 |
| Use of pictures and Tables | Users should be able to view pictures of services offered and business hours should also be displayed in table form | 10 |
| Customer data | A system for receiving queries from customers | 10 |
| Innovation (e.g. use of Google Map etc.). | Contact area (preferably address map pulled from Google Maps, or similar). | 15 |
| Use of Audio/Visual Display | The use of HTML elements to embed a visual/audio object within the webpage to draw customers’ attention to the latest company news | 10 |
| Browser Compatibility | Show evidence of cross-browser compatibility (at least 2 major browsers e.g. Google Chrome, Internet Explorer) for browser optimisation. Perform HTML/CSS validation and steps taken to remove errors. | 20 |
| Deployment | Successful installation of XAMPP or WAMP and evidence of deploying and running the website from local server. | 15 |
| Total | | 100 |

**Part B: Reflection and Evaluation Report (40%)**

**Your second task is to write a self-reflective commentary about your website design and development, testing and deployment techniques.**

Having created your website project, you should write a self-reflective commentary (1000 words) *critically reflecting on* your project. Your commentary should critically explore the work you have done to produce your project. Your commentary should show evidence of your reading and research and use Harvard referencing. Your reflection is a chance to look back on what you have down and to revisit key design and technical decisions you made. You will evaluate these decisions and their impact to determine future enhancements in your solution as well as your own abilities to work as web designer.

**Deliverables**

Produce a 1,000-words reflective report on your project and submit it via Turnitin.

**Marking Criteria**

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| **Tasks** | **Deliverables** | **Marks** |
| Research | You should justify and reflect on the decisions made regarding the choice of design, development and use of technologies. On reflection, you should discuss strengths and weaknesses of your design, development methods and choices as well as technologies used to develop the website solution. You should also discuss if it was better for you to have used design and development methods and technologies. You should cite your references/sources to support your arguments. | 40 |
| Usability and Accessibility | You should discuss your strategy you used to create user friendly and accessible web site using usability and accessibility principles and guidelines. Discuss how would you change anything and if so, why? | 30 |
| Further Enhancements | With the benefit of your experience on the project what else could you have done to make your solution even better for your client? | 30 |
| **Total** | | **100** |