|  |  |  |
| --- | --- | --- |
| **Assessment Coversheet and Feedback Form** | **Faculty of Computing, Engineering and Media**  **Leicester Media School** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Student Name** | Carrick Hasketh-Boston | Reasonable Adjustments |  |
| **Student Number** | P2730716 | Check this box [x] if the Faculty has notified you that you are eligible for a Reasonable Adjustment (including additional time) in relation to the marking of this assessment. Please note that action may be taken under the University’s Student Disciplinary Procedure against any student making a false claim for Reasonable Adjustments. | |
| Course and Year | Media Production Level 4 |
| Module Code | PROD1003 |
| Module Title | Introduction to Digital Design |
| Module Tutor | Thom Corah |
| Personal Tutor | Adam Wykes |

Complete the details in the **grey panels** and leave everything else blank. Where appropriate, copy and paste your submission after the first pages as indicated. You are reminded of the University regulations on cheating. Except where the assessment is group-based, the final piece of work submitted must be your own work. Close similarity between submissions is likely to lead to an investigation for cheating. You must submit a file in an MSWord or equivalent format as tutors will use MSWord to provide feedback including, where appropriate, annotations in the text.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **First Marker Name:** | **Thom Corah** | **Date:** |  | |
| **Feedback:** General comments on the quality of the work, its successes and where it could be improved | | | | |
| **Website Content**  **Website Style**  **Website Technical Skills**  **Production Documentation**  **Evaluation** | | | | **Provisional Uncapped Mark** Marks are capped at 40% for Late Submission or Resit Assessment and may be moderated up or down by the Assessment Board |
| % |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Quality and use of Standard English and Academic Conventions** | | | | | |
|  | Spelling Errors |  | Style is Colloquial |  | **Standard is a Cause for Concern** |
|  | Grammatical Errors |  | Inappropriate Structure | If the box above has been ticked you should arrange an appointment with a member of staff from the Centre for Learning and Study Support (CLaSS)**:** <https://libguides.library.dmu.ac.uk/class/home-v2> | |
|  | Punctuation Errors |  | Inadequate Referencing |

Marking Criteria – Please study this page carefully

|  |  |  |
| --- | --- | --- |
| Project: Criteria and Marking Scheme | | |
| 1. Website Content (15 marks) | | |
| Exemplary (70-100%) | Accomplished (50-69%) | Developing (0-49%) |
| Your website content should be fit for purpose and appropriate. This includes all text, graphics, images, sounds, and videos. You should use the correct techniques for displaying these in modern web browsers and ensure that you are using disk space and bandwidth efficiently.   * Text content shows semantic structure e.g. headings, lists * Careful selection, creation and editing of video and/or audio * Awareness of loading speed and disk space e.g. no huge images * Original content is credited and third-party content is referenced * All images have appropriate alt attributes * All audio and video content is included using the native HTML elements, with at least two formats provided, and a fall back for browsers that don't support the element. | Your website content is mostly fit for purpose and appropriate. This includes all text, graphics, images, sounds, and videos. You have attempted to use the correct techniques for displaying these in modern web browsers , although there are some issues here.   * Some use of semantic elements for displaying text content. * Awareness of loading speed and disk space e.g. few huge images * Third-party content is mostly referenced * Some images have appropriate alt attributes * Most audio and video content is included using the native HTML elements. | There is little or no attempt at ensuring that content is fit for purpose.   * Little or no use of semantic elements for displaying text content. * A lack of awareness of loading speed and disk space e.g. huge images * Third-party content is not referenced * Images are missing appropriate alt attributes * Audio and video content has not been included correctly using the native HTML elements. |
| 2. Website Style (15 marks) | | |
| Your website should demonstrate an effort to appeal to your intended audience and be consistent with your designs. You should make appropriate use of CSS in order to properly style and layout your site.   * Coherent overall design, colour and font choices * Consistent design between pages * Design and content relevant for the target audience * Skillful use of CSS to style and arrange site elements * CSS is in a single separate style sheet | Your website should demonstrate some effort to appeal to your intended audience and be mostly consistent with your designs. You should attempt to make appropriate use of CSS in order to style and layout your site.   * Some consistency between pages * Design and content appeals somewhat to the target audience * A good attempt to use CSS to style and arrange site elements * CSS is in a single separate style sheet | Your demonstrates little or no effort to appeal to your intended audience and is inconsistent with your designs. There is little attempt to make appropriate use of CSS in order to style and layout your site.   * Little or no consistency between pages * Design and content has been developed without regard for target audience. * Little or no attempt to use CSS to style and arrange site elements * CSS is sporadic and inline |
| 3. Website Technical Skills (30 marks) | | |
| Your web site contains a variety of appropriate techniques that demonstrate your ability to apply the concepts you have learnt in this part of the module.   * Evidence of intelligent ability to choose and code current website techniques * All links work, media loads, site is consistent across browsers * Demonstration of more advanced skills such as CSS animations and transitions or appropriate use of JavaScript. | Your web site contains some appropriate techniques that demonstrate your ability to apply the concepts you have learnt in this part of the module.   * Some evidence of intelligent ability to choose and code current website techniques * Most links work and media loads. * Demonstration of core skills such as CSS for layout and style | Your web site contains few appropriate techniques to demonstrate your ability to apply the concepts you have learnt in this part of the module.   * Little or no evidence of intelligent ability to choose and code current website techniques * The site features broken links, or media that doesn’t load. * Little demonstration of core skills such as CSS for layout and style |
| 4. Production Documentation (15 marks) | | |
| You have included thorough code commenting to annotate your code.  This gives a high degree of insight into the development of your website. Your comments document what your code does and why at every point. It would be useful to include any discussion of alternative approaches as appropriate. For example, if you considered a different style of menu, why have you gone with what you've got.  Your comments clearly show where you have used code from elsewhere, including a link to the source of the code. As well as for directly copied code, this also applies to code that has resulted from you following a tutorial. | You have included some code commenting to annotate your code.  This gives a good degree of insight into the development of your website. Your comments document what most of your code does and why.  Your comments clearly show where you have used code from elsewhere, including a link to the source of the code. As well as for directly copied code, this also applies to code that has resulted from you following a tutorial. | You have included little or no code commenting to annotate your code.  This gives little or no insight into the development of your website.  Your comments demonstrate little or no understanding of what your code does.  You have not used comments to clearly identify the source of third-party code or code resulting from an online tutorial. |
| 5. Evaluation (25 marks) | | |
| You provide a clear evaluation document, that is clearly written and presented.  You have addressed the following points:   * Provide evidence of testing (e.g. all links work, media loads, the site is consistent across browsers). * Provide evidence and a breakdown of structured user testing and feedback. * Evaluate your work, with reference to testing where appropriate, and user feedback, describing: \_ Your achievements, refer back to the original aims, explain any changes to your original ideas and why or how they have happened. \_ Any limitations of your web site \_ Any improvements you would make to the site and why \_ Any problems you encountered along the way, with potential solutions where possible. | You provide an evaluation document, that is fairly well written and presented. There are some issues with grammar and layout.  You have addressed some of the following points:   * Provide evidence of testing (e.g. all links work, media loads, the site is consistent across browsers). * Provide evidence and a breakdown of structured user testing and feedback. * Evaluate your work, with reference to testing where appropriate, and user feedback, describing: \_ Your achievements, refer back to the original aims, explain any changes to your original ideas and why or how they have happened. \_ Any limitations of your web site \_ Any improvements you would make to the site and why \_ Any problems you encountered along the way, with potential solutions where possible. | There is no evaluation provided, or if there is it is insubstantial or vague.  There is little or no evidence of testing, and any conclusions stated are vague and shallow. |

# Introduction

At the outset of the project, I felt as if the best thing for the website to be was for something that I had created, rather than that of the work of somebody else. This was as I felt like it would be a good idea to see my work from my hobbies outside of university in one place. Also, because I felt as if I had an actual interest in what I was actually creating – that being a portfolio of my own work – I felt like it would give me more of a spur to get the required work done & put all of my effort into completing it to the best of my ability.

# Testing

1. **– Was the website easy to navigate?**

* *‘’Because of the clear titles, I felt as if it was easy enough to navigate.’’*
* *‘’As it had a simplistic style, yes.’’*
* *‘’Titles were clear & was placed in a clear chronological order, so yes.’’*
* *‘’Maybe a bit too easy if anything.’’*
* *‘’I had no problems with navigating it, so yes.’’*

1. **– How did you find the appearance of the website itself?**

* *‘’The bright colour blue appealed to me & so yeah I liked it.’’*
* *‘’I feel like it had a good layout, but poor execution as there was a lot of dead space.’’*
* *‘’Feel like the colour palate could’ve been broader, but the layout was not too bad.’’*
* *‘’I don’t get technology so simple is good for me, so I personally did like it.’’*
* *‘’Maybe a bit too simple, but at least the colour was bright & positive.’’*

1. **– Do you think the images related to the content of the website?**

* *‘’To my understanding, they are the work that is described in the text so yes.’’*
* *‘’The images used are examples of what is being talked about in the text, so yes.’’*
* *‘’Although there’s a small amount of them, I got the impression that they were examples, so yes.’’*
* *‘’The images were what was talked about in the text, so I think yes.’’*
* *‘’I think the images used were examples of his work, so yes.’’*

1. **– Was the content of the text too colloquial?**

* *‘’I don’t think so – a bit of humour makes you seem approachable.’’*
* *‘’Although it wasn’t bad, I would’ve liked it to be more professional – so yeah slightly.’’*
* *‘’Because the images seemed professional, the language could be slightly colloquial without making the website seem amateur – so not too colloquial, no.’’*
* *‘’I don’t think so – makes you seem like a nice person & would be good to work with.’’*
* *‘’No because it made the language seem natural & not forced.’’*

1. **– Did the website give a positive impression to the photographer?**

* ‘’I felt like it did because the pictures shown were good & the language used was positive.’’
* ‘’Partially yes, but there was a limited number of pictures to bases that off.’’
* ‘’I base my opinion on quality of images - & the ones shown were high-quality, so yes.’’
* ‘’As the content of the text gave me the impression, you’d be a pleasure to work with – yes.’’
* ‘’because of my answers to the above, yes.’’

1. **– Would you return back to this website?**

* *‘’Yes.’’*
* *‘’No.’’*
* *‘’Yes.’’*
* *‘’Yes.’’*
* *‘’Yes.’’*

# 

# I decided to select 5 random people to use for my testing. I gave each 5 minutes, to read through & navigate the website as I felt like that was enough time for each person to fully understand the purpose of, gain an opinion on & figure out how to work the website itself. I then proceeded to ask 6 questions regarding their opinions on things like ease of use etc. & recorded down their answers. Due to the fact that on the most part, the feedback was on the positive side – in terms of layout, appearance & quality of clarity & images – I feel like the testing was successful. This is due to the fact that it has given me indicators for what to improve on next time; cut-out the dead space, make the colour palate a bit more complex & make minor general improvements to the appearance.

The technical testing however, I carried out myself. To be as strict as possible, I got to a point where I felt like I was finished & did not make changes after the testing – so that my results were as fair as possible. I tested the links that I used – to see if they took me to the desired place & checked that the appearance matched the mock up oi created. Whilst the appearance was not an exact match to what I intended, I feel like it still matched the purpose of what the website was intended to be for; showcasing work. In terms of links, I was able to click between pages with absolute ease & no problem at all & so that was successful & my testing came to a close.

# Evaluation

To conclude, based on the ease of testing, ease of use & mostly positive feedback, I feel like my website worked well. There were a few obvious things that I feel like upon reflection, I could’ve done better, such as limit dead space & have a larger quantity of images; so, whilst I’m not displeased with the outcome, I definitely feel like I could’ve done a better job. Upon questioning & the feedback of other people, this was what made me realise such facts – as I allowed myself to see it from the point-of-view of a completely new user & that is something I will definitely take into consideration for the next time that code a website. For me personally, I found the whole process extremely challenging. As a first-year student, & someone that has never had an outright interest in coding anything, this was all completely new to me. I struggled to understand things as quick as I would’ve liked, but thanks to the help of lecturers & other students giving me some help, I felt like the longer the creation process went on, the more that I got into it. So taking into consideration myself finding the actual coding challenging at the outset, & coming across a plethora of problems along the way, I feel as if my end product is of a respectable quality.

(I have my word count at 1,034 – which is from the Introduction, Testing, Evaluation & answers to the questions.)