

## Assessment Front Sheet

**Student Name:**

**Certification:** I certify that, other than where collaboration has been explicitly permitted, this work is the result of my individual effort and that all sources for materials have been acknowledged. I also confirm that I have read and understood the codes of practice on plagiarism contained within the Glyndwr Academic Regulations and that, by signing this printed form or typing my name on an electronically submitted version, I am agreeing to be dealt with accordingly in any case of suspected unfair practice.

**Student Signature:**

**Date:**

**Student Registration Number:**

**Student email address:**

Module title: Web Design and Development

Module code: COM440

Assignment Title: **Assignment 1: Website Design**

Presentation date: **28 March 2023**

Submission date: **27 March 2023**

Percentage Weighting of this assignment for the module: **40%**

Module Leaders: Julie Mayers

Verified by: John Worden

Submission Instructions:

1. Electronic copies of the assignment should be submitted through Moodle.
2. Students should make correct use of the IEEE referencing method.
3. Students should ensure that they comply with Glyndwr University's plagiarism policy.

Learning outcomes tested in this assignment:

1. Demonstrate the principles of Web usability, HCI and design strategies including considerations of the user experience
2. Recognise and understand the legal and ethical constraints on web development.

# Task Details and Instructions

## Assignment 1: Website Design

Acting as a **Web Designer**, analyse, plan and design a website consisting of a home page and at least six (but no more than ten) content pages. The subject of the website must be agreed with your tutor.

### The Task

You will prepare and deliver a 10-minute individual presentation to present your specification for the website. Areas to include:

- Overview
  - Background information, ie why is this website needed?
  - Target market/audience
- Goals
  - Goals and objectives
- Content Structure
  - Site map
  - Content types
  - Storyboards
  - Visual design
  - Accessibility
- Analysis of the competition
  - Analysis of at least two existing websites (relating to your chosen subject)
  - Explain how your findings have influenced your design

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In Assignment 2 you will be acting as a Web Developer whereby you will implement the design that you produce in this assignment; therefore, it is essential that you include sufficient information in your planning presentation to facilitate this development process.

The web site design should include appropriate use of rich media and interactive content (but knowing the implementation method is not required at this stage). Examples of suitable content include social media or news / information feeds, embedded maps or video, interactive picture galleries, forms, etc. Choose the most appropriate content for your website design.

## Guidance on Submission

Ten-minute presentation (plus five minutes for questions): Tuesday 28 March

You must submit the slides (PowerPoint, etc.) and any other material from your presentation on the assessment and feedback section of the module Moodle page.

All work must be submitted via the edu4school on the due date:  
Monday 27 March 2022

Penalties for late submission	<p>Work submitted up to a week late without a valid reason can only gain a maximum of 40%. If an extension is required, then an Extension Form must be completed and agreed prior to the submission date. This form must be attached to the late submission.</p> <p>Any work submitted more than a week late without a valid reason may be read but will not be marked.</p>
Marking and feedback policy	<p>All grades/marks are indicative and may change when moderated.</p> <p>Grades and feedback will be available on Moodle within 15 working days. This will consist of annotations on Submission, and face to face dialogue if and when required.</p>
Support arrangements	<p>Support will be provided via Moodle, lecture's office and email. If students have any special requirements, they are advised to inform the lecturer.</p>

## Grading Criteria

Grade C (40%-49%) To achieve a Grade C grade your submission will meet the following criteria:	Grade B (50%-59%) You have met all of the requirements for a grade C plus:	Grade B+ (60%-69%) You have met all of the requirements for a grade B plus:	Grade A (70%+) You have met all of the requirements for a Grade B+ grade plus:
<p>Submission includes:</p> <ul style="list-style-type: none"> <li>• presentation</li> <li>• storyboards</li> <li>• sitemap</li> </ul> <p>Presentation is basic but does contain</p> <ul style="list-style-type: none"> <li>• <b>appropriate</b> analysis of at least two other sites</li> <li>• recommendation for your design</li> </ul> <p>The purpose of the site / target audience is identified but there is little attempt to link this to elements of the site design.</p> <p>The PowerPoint may contain some spelling and grammar errors but these do not detract from the meaning.</p> <p>The delivering of the presentation is satisfactory.</p>	<p>The presentation shows clear evidence of in-depth research. IEEE Referencing has been used.</p> <p>The purpose of the site / target audience is clearly defined and there is some attempt to link this to elements of the site design.</p> <p>The PowerPoint is neatly presented. Most spelling and grammar errors have been eliminated.</p> <p>The delivering of the presentation is sound.</p>	<p>The presentation is more detailed and shows clear evidence of more comprehensive research. IEEE Referencing has been used mainly correctly.</p> <p>The purpose of the site / target audience is clearly defined and there is some attempt to link this to elements of the site design.</p> <p>The PowerPoint is neatly presented. Most spelling and grammar errors have been eliminated.</p> <p>The presentation is confident, organised and presented in a professional manner.</p>	<p>There is evidence of extensive research which has been correctly referenced using the IEEE style.</p> <p>There is detailed explanation of how the proposed design meets the purpose of the site and the needs of the target audience. Design decisions are made with reference to considerations such as design theory, human computer interaction and usability/accessibility.</p> <p>The PowerPoint is clear, concise and designed to a professional standard.</p> <p>The presentation is excellent in all ways delivering a confident, organised and professional performance.</p>
<p>Storyboards are adequate, containing enough detail to start the web development process.</p> <p>There may be some omissions or inconsistencies.</p>	<p>Story boards are reasonably detailed with no major omissions.</p> <p>They will be neatly and consistently formatted.</p>	<p>Story boards are detailed with no major omissions.</p> <p>They will be neatly and consistently formatted.</p>	<p>Storyboards are detailed and comprehensive with few, if any, errors or omissions.</p> <p>They will be professional in appearance.</p>
<p>Site navigation is adequate and clearly reflected in the site-map.</p> <p>The design includes at least one form of rich media content.</p>	<p>Site navigation is logical and consistent.</p> <p>The design includes rich media content that have required alterations / manipulations to fit the site.</p>	<p>Site navigation is logical and consistent.</p> <p>The design includes multiple types of rich media content that have required alterations / manipulations to fit the site.</p>	<p>Site navigation is logical, consistent and incorporates accessibility features which have been explained in the presentation</p> <p>The site design includes the <b>appropriate</b> use of multiple types of rich media.</p>