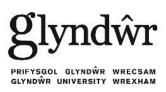
Faculty of Arts, Science & Technology

BSc Computing
BSc Computer Science
BSc Computer Networks & Security



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 Word	en			
Submission Instructions:		Electronic copies of the assignment should be submitted through Moodle. Students should make correct use of the IEEE referencing method. Students should ensure that they comply with Glyndwr University's plagiarism policy.			
Learning outcomes tested in this assignment:		Demonstrate the principles of Web usability, HCI and design strategies including considerations of the user experience			
		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 <u>at least</u> 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
 - o Background information, ie why is this website needed?
 - Target market/audience
- Goals
 - Goals and objectives
- Content Structure
 - Site map
 - Content types
 - o Storyboards
 - Visual design
 - Accessibility
- Analysis of the competition
 - o Analysis of at least two existing websites (relating to your chosen subject)
 - o Explain how your findings have influenced your design

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	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.	
	Any work submitted more than a week late without a valid reason may be read but will not be marked.	
Marking and feedback policy	All grades/marks are indicative and may change when moderated.	
	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.	
Support arrangements	Support will be provided via Moodle, lecture's office and email. If students have any special requirements, the are advised to inform the lecturer.	

Grading Criteria

Grade C (40%-49%)	Grade B (50%-59%)	Grade B+ (60%-69%)	Grade A (70%+)
To achieve a Grade C grade your submission	You have met all of the	You have met all of the requirements	You have met all of the requirements
will meet the following criteria:	requirements for a grade C plus:	for a grade B plus:	for a Grade B+ grade plus:
Submission includes:	The presentation shows clear	The presentation is more detailed and	There is evidence of extensive research
 presentation 	evidence of in-depth research.	shows clear evidence of more	which has been correctly referenced
 storyboards 	IEEE Referencing has been used.	comprehensive research. IEEE	using the IEEE style.
sitemap		Referencing has been used mainly	
Presentation is basic but does contain	The purpose of the site / target	correctly.	There is detailed explanation of how
 appropriate analysis of at least two 	audience is clearly defined and		the proposed design meets the purpose
other sites	there is some attempt to link this	The purpose of the site / target	of the site and the needs of the target
 recommendation for your design 	to elements of the site design.	audience is clearly defined and there is	audience. Design decisions are made
The purpose of the site / target audience is		some attempt to link this to elements	with reference to considerations such
identified but there is little attempt to link	The PowerPoint is neatly	of the site design.	as design theory, human computer
this to elements of the site design.	presented. Most spelling and		interaction and usability/accessibility.
	grammar errors have been	The PowerPoint is neatly presented.	
The PowerPoint may contain some spelling	eliminated.	Most spelling and grammar errors have	The PowerPoint is clear, concise and
and grammar errors but these do not detract		been eliminated.	designed to a professional standard.
from the meaning.	The delivering of the presentation		
	is sound.	The presentation is confident,	The presentation is excellent is all ways
The delivering of the presentation is		organised and presented in a	delivering a confident, organised and
satisfactory.		professional manner.	professional performance.
Storyboards are adequate, containing	Story boards are reasonably	Story boards are detailed with no major	Storyboards are detailed and
enough detail to start the web development	detailed with no major omissions.	omissions.	comprehensive with few, if any, errors
process.			or omissions.
	They will be neatly and	They will be neatly and consistently	
There may be some omissions or	consistently formatted.	formatted.	They will be professional in appearance.
inconsistencies.	6		
Site navigation is adequate and clearly	Site navigation is logical and	Site navigation is logical and consistent.	Site navigation is logical, consistent and
reflected in the site-map.	consistent.		incorporates accessibility features
The design includes at least are forms of with	The design includes with weedle	The design includes multiple types of	which have been explained in the
The design includes at least one form of rich media content.	The design includes rich media	rich media content that have required	presentation
media content.	content that have required	alterations / manipulations to fit the	The site design includes the
	alterations / manipulations to fit the site.	site.	The site design includes the
	the site.		appropriate use of multiple types of rich media.
			nen media.