U08054 Web Technology

Coursework: Web Application Development

Coursework Weighting:

Written Exams 50% (2 hour exam) Coursework 50%

Learning Outcomes:

On successful completion of this coursework students will be able to:

1. Demonstrate an understanding of the principles of web document markup, styling and scripting
2. Demonstrate an understanding of web design and web accessibility
3. Use a mark up language, styling language and scripting language to create interactive web sites, respecting accessibility guidelines.
1. Demonstrate proficiency in presenting designs and writing reports

Feedback:

Formative verbal feedback during Week 9 for the plan and initial design. Students will be required to make notes of the feedback given. Theses must then be submitted with final coursework submission.

Formative verbal feedback during Week 11 for presentations and written feedback for website and complete documentation. Summative written feedback will be made available within two weeks of your final submission.

Coursework Brief:

This coursework is individual work. In this Part 1 of the coursework you are designing the website that you will build for Part 2 of the coursework

Part 1: Plan and Presentation (10% of the mark)

You are required to create a wireframe and an informal mock-up design for your client's website. You are then required to pitch your design to your practical tutor. You must provide valid reasoning in your pitch presentation as to why your design is the best!

You should provide a design layout for the website.   This should comprise of diagrams showing the expected block layout of each page and a short text description of what each page will do and why you have designed it as you have.   You are not expected to mock-up actual pages.

When thinking about the layout of your page and the content that you expect to include on each page, you should bear in mind web design principles and accessibility issues.   You will be building the pages you describe here so should also consider how you will implement the final site when designing your pages. You do not need to explain how you will code your site but you should justify your design decisions.

Website (40% of the mark)

You are required to construct a website to advertise their presence on the web in accordance to the client's requirements. These are available on Moodle.

Your job is to come up with an exciting new design website. Your task is to develop a website that provides the business with a valuable and quick way to showcase its products to its targeted audience.

The client would like two designs which aesthetically complement the company and its target audience. The client would like a design, which can be used all year round and a second design, which can be used during the festive e.g. Christmas/Sales/Halloween season.

- Your website must have at least a minimum of four validated pages using HTML5. All code should be appropriately commented. The four pages should be different types of page rather than five identical templates where the only difference is the actual text and images.
- You must also prepare two versions of CSS for your site. One style is to project an all year round style and the other for a festive occasion or event e.g. Christmas season, Big sale event or Halloween.
- The client has provided a set of images, which along with the requirements will be available on Moodle. These must be used on your site.
- Test your site with at least three commonly used browsers and devices and record the tests in your documentation making it clear which browsers and devices has been used.
- Publish your site with the two alternate styles and with a method of viewing both versions preceding it with a simple front page containing the following disclaimer:

Disclaimer:

The views and opinions expressed within these pages are personal and should not be construed as reflecting the views and opinions of Oxford Brookes University. This site is constructed as coursework for module U08054 at Oxford Brookes University. It is not a working web-site.

- Your site should take into account relevant legislation such as that relating to access by users with disabilities.
- Your site should show evidence of the application of web design principles.
- You must use content you have created. You must not use material from other sites though see the note on images below.
- Navigation should be clear and work correctly. Any non-implemented page should have a popup notification that the page requested has not been implemented in this version.
- The whole site must comprise of less than 10MB
- Upload your web site to the server and re-validate it to ensure no problems have arisen when putting the site on the server.

IMPORTANT:

While constructing the website create a formal plan showing all the web site development planning process for your website. In your plan, address the following:

- Identify the goals and objectives of your website.
- Identify your target audience and their expectations.
- Identify the pages you initially plan to include in your site.
- Define the content for your website. Identify the elements that you could include on your website that would convey to its audience that the site's content is current.
- Identify connectively tools that you could use to encourage user interaction.
- Determine the colour scheme, fonts, navigation and multimedia elements (if any).
- Select from the given images on Moodle and prepare your web-ready images by using image-editing software to refine and manipulate the images.
- List ways in which you plan to make your site usable, accessible and consideration given to ethical, social and cultural issues of global web design.
- Identify the methods you will use to test and evaluate your website.

Submission Dates:

Week 8 Friday: During the practical session, discuss your individual mock-ups with your practical tutor for verbal formative feedback and design decisions. Be prepared to discuss the elements of your partial design plan with your tutor for verbal formative feedback.

Week 9 Friday: Submit to your final design on Moodle.

Week 11 Friday: present your website to your practical tutor.

Week 12 Monday: Make sure your website available on the server for assessment. You must also upload to Moodle your:

- Complete formal plan.
- Web site coursework cover sheet with exact website URL, student number and Academic Integrity statement ticked.

Marking Criteria

PART 1: You will be awarded marks for:

Criterion	Mark	Fail	Pass	Good Pass	Excellent Pass	Full Marks
Report	5	The description of the subject area does not pick up the key features or there has been no explanation of why the site has been designed to look as it has.	The key features of the subject area are stated and there is some discussion of why the site has been designed to look as it has.	The description of the key features shows a good understanding of the subject area and how these have been taken into account in the design is clear.	A strong knowledge of the subject area and the conventions used by sites in the area is evident and the proposed design clearly makes effective use of this knowledge.	Criteria fully met.
Design	5	The designs have not been submitted in the required form or have not been produced to a high enough standard to allow the design of the proposed pages to be clear.	The designs are in the required from and describe the proposed pages well enough to make the overall design of the pages clear. There has been some thought about how to use content effectively.	The designs are detailed and accurate and the content and layouts proposed have the potential to make a good quality website. There is evidence of web design principles and accessibility requirements having informed the designs.	The designs produced are of a high degree of quality and have clearly taken in to account web design principles and accessibility requirements as well as being effectively tailored to the requirements of the subject area.	Criteria fully met.

A grade C pass will show at least some familiarity with the subject area and the overall design will show evidence of an awareness of general web design principles.   The page layouts should look sensible for the type of site shown and have a good variety of relevant content.

A grade A pass will show a good understanding of the subject area and an awareness of other sites in the same area.   Factors from the subject that will influence the design will have been clearly and correctly explained.   The overall design will show a strong understanding of web design principles and will make clear where subject related issues, accessibility etc. have influenced it. The page layouts should show evidence of a thoughtful and informed approach that has taken into account the various influencing factors.

PART 2: You will be awarded marks for:

Criterion	Mark	Fail	Pass	Good Pass	Excellent Pass	Full Marks
general feel, aesthetics	6	Layout is not sensible or there is little consistency between pages.	The design has a sensible layout which works across all the pages. Some thought towards consistency between pages.	The design is good and shows that web design issues have been considered. The five pages produced are sufficiently different that it is clear both how consistency is maintained and how different sorts of content are used.	An excellent design that is clear, logical and consistent between the pages. Different sorts of content are dealt with effectively.	Criteria fully met.
text fonts content	4	Fonts chosen do not suit the design.	Fonts and their size, colour etc. have been chosen to match the design rather than being the defaults.	Good use of the available options for text and fonts. The choices made improve the page	Excellent use of appropriate fonts with a good colour palette and precise typography	Criteria fully met.
Images, use of colour	2	The images or colours used do not suit the design.	images are included and the colours are okay	Images are used effectively and the colour scheme is good.	The colours and images fit well with the rest of the design and the overall effect is of a well-designed whole.	Criteria fully met.
navigation	1	Navigation partially works but is flawed.	navigation works correctly throughout, no orphan pages	Navigation is clear, effective and suits the design	Excellent navigation that is well thought through and well implemented	Criteria fully met.
accessibility	3	There is little evidence of accessibility having been considered or bad decisions have been made.	Evidence of consideration of accessibility with alt text on images etc.	Alt text, captions, etc. are done well. Use of colour etc. shows that accessibility has been considered	Accessibility has obviously been seriously thought about and the pages produced reflect this.	Criteria fully met.

browser compatibility	1.5	Pages render but in less than 3 browsers.	Pages render in 3 browsers and render correctly in at least 1	pages render in 3 browsers and render correctly in at least 2	Pages render correctly in at least 3 browsers	Criteria fully met.
HTML	7.5	Code is not well laid out and shows a lack of understanding of HTML	Code has a clear layout and shows competence in the use of HTML. Sensible separation between HTML and CSS. Complexity of code is adequate.	Clear layout and good use of HTML with sensible structuring and organisation. Good use of the various features of HTML	Excellent coding showing a very strong understanding of HTML	Criteria fully met.
CSS code	5	CSS used is too simple and/or does not link well with the HTML	CSS is in a separate file and links well with the HTML and effectively styles the page	CSS is good. Margins and padding etc. are used well and the amount and complexity in the CSS used is quite high	Excellent use of CSS to produce pages with a high quality appearance.	Criteria fully met.
Scripting	6	Coding shows little understanding or the functionality produced is too simple.	Coding shows an understanding of scripting and the functionality produced is useful and appropriate for the pages.	Coding shows a strong understanding of scripting and the functionality makes a tangible improvement to the site.	Coding is to a high standard producing functionality that is reasonably complex and adds value the site.	Criteria fully met.
Report	4	Little evidence of validation or design changes have not been explained or are poorly explained.	Some evidence of validation having been carried out. Explanation provided where not all issues have been resolved. Explanation of changes from the original design	Validation has been carried out successfully and is clearly reported. Any remaining issues are small and the lack of resolution of these has a strong and valid explanation. Explanation of changes from the original justify the changes well.	Validation has been fully successful and is reported well. Explanation of changes from the original show that the changes have been well thought through and are sensible improvements.	Criteria fully met.

There are no compulsory parts so it is possible to reach the different levels of attainment in different ways.

A **C grade** piece of work will probably show some thought in the layout and have reasonably well put together HTML and working CSS.   Navigation will work effectively, and the text and images will be sensible but there may not be a great deal of variety in the five pages. It will probably work well in all three browsers and will have at least basic consideration of accessibility and no major problems in validation. Scripting may be fairly basic.

An **A grade** piece of work will probably have a well thought out design that looks good and works effectively for the particular subject area. The five pages will have different types of layout or content showing how well the design works with different pages. Fonts and colour use will give the impression of a professionally put together site. There will be enough images to make the site appealing and the images chosen will be good ones. Navigation will work perfectly, and the code will show that accessibility has been thought about throughout the site. It will work perfectly in all three browsers and the HTML and CSS will be of a high standard. The scripting will provide useful functionality and the site will validate well.

Acceptance of module conditions

Registration on this module means that you agree to the requirements, conditions and sanctions associated with the assignment.
The instructions are very detailed – read them carefully.

Plagiarism warning

Plagiarism will not be tolerated. This means:
- copying any coding or cutting and pasting elements from other websites is forbidden. All parts of the work have to be generated by you only.
- external sources can be used provided the copyright is acknowledged and fully referenced.
- you may not use any material that you have submitted or are working on for any other module, course, project, or employment.

Penalties for plagiarism are severe – do not ignore this warning - University rules apply. When you register on the module you automatically agree with all the conditions and penalties described above.