THE INDEPENDENT INSTITUTE OF IIE EDUCATION

MODULE NAME:	MODULE CODE:
WEB DEVELOPMENT (INTRODUCTION)	**WEDE5010/d**
WEB DEVELOPMENT (INTRODUCTION)	**WEDE5020/d/w**

ASSESSMENT TYPE: POE (PAPER)   TOTAL MARK ALLOCATION: 300 MARKS   TOTAL HOURS: A minimum of 30 HOURS is suggested to complete this assessment

By submitting this assignment, you acknowledge that you have read and understood all the rules as per the terms in the registration contract, in particular the assignment and assessment rules in The IIE Assessment Strategy and Policy (IIE009), the intellectual integrity and plagiarism rules in the Intellectual Integrity and Property Rights Policy (IIE023), as well as any rules and regulations published in the student portal.

INSTRUCTIONS:

1. ***No material may be copied from original sources, even if referenced correctly, unless it is a direct quote indicated with quotation marks. No more than 10% of the assignment may consist of direct quotes.***
2. ***Please ensure that you submit your assignment through SafeAssign.***
3. ***Make a copy of your assignment before handing it in.***
4. *Assignments must be typed unless otherwise specified.*
5. *Begin each section on a new page.*
6. *Follow all instructions on the PoE cover sheet.*
7. *This is an individual assignment.*

Referencing Rubric

Providing evidence based on valid and referenced academic sources is a fundamental educational principle and the cornerstone of high-quality academic work. Hence, The IIE considers it essential to develop the referencing skills of our students in our commitment to achieve high academic standards. Part of achieving these high standards is referencing in a way that is consistent, technically correct and congruent. This is not plagiarism, which is handled differently.

Poor quality formatting in your referencing will result in a penalty **of a maximum of ten percent** being deducted from the percentage **awarded**, according to the following guidelines. Please note, however, that **evidence of plagiarism in the form of copied or uncited work (not referenced), absent reference lists, or exceptionally poor referencing, may result in action being taken in accordance with The IIE's Intellectual Integrity Policy (0023)**.

Markers are required to provide feedback to students by indicating **(circling/underlining) the information that best describes the student's work.**

Minor technical referencing errors: 5% deduction from the overall percentage – the student's work contains **five or more errors** listed in the minor errors column in the table below.

Major technical referencing errors: 10% deduction from the overall percentage – the student's work contains **five or more errors** listed in the major errors column in the table below**.**

If both minor and major errors are indicated, then 10% only (and not 5% or 15%) is deducted from the overall percentage. The examples provided below are not exhaustive but are provided to illustrate the error

Required: **Technically correct referencing style**	**Minor errors in technical correctness of referencing style** **Deduct 5% from percentage awarded**	**Major errors in technical correctness of referencing style** **Deduct 10% from percentage awarded**
Consistency • The same referencing format has been used for all in-text references and in the bibliography/reference list.	Minor inconsistencies. • The referencing style is generally consistent, but there are one or two changes in the format of in-text referencing and/or in the bibliography. • For example, page numbers for direct quotes (in-text) have been provided for one source, but not in another instance. Two book chapters (bibliography) have been referenced in the bibliography in two different formats.	Major inconsistencies. • Poor and inconsistent referencing style used in-text and/or in the bibliography/ reference list. • Multiple formats for the same type of referencing have been used. • For example, the format for direct quotes (in-text) and/or book chapters (bibliography/ reference list) is different across multiple instances.
Technical correctness • Referencing format is technically correct throughout the submission. • The correct referencing format for the **module's discipline** has been used, i.e., either **APA,** OR **Harvard** OR **Law.** • Position of the reference: a reference is directly associated with every concept or idea. • For example, quotation marks, page numbers, years, etc. are applied correctly, sources in the bibliography/reference list are correctly presented.	**Generally, technically correct with some minor errors.** • The correct referencing format has been consistently used, but there are one or two errors. • Concepts and ideas are typically referenced, but a reference is missing from one small section of the work. • Position of the references: references are only given at the beginning or end of every paragraph. • For example, the student has incorrectly presented direct quotes (in-text) and/or book chapters (bibliography/reference list).	**Technically incorrect.** • The referencing format is incorrect. • Concepts and ideas are typically referenced, but a reference is missing from small sections of the work. • Position of the references: references are only given at the beginning or end of large sections of work. • For example, incorrect author information is provided, no year of publication is provided, quotation marks and/or page numbers for direct quotes missing, page numbers are provided for paraphrased material, the incorrect punctuation is used (in-text); the bibliography/reference list is not in alphabetical order, the incorrect format for a book chapter/journal article is used, information is missing e.g. no place of publication had been provided (bibliography); repeated sources on the reference list.
Congruence between in-text referencing and bibliography/ reference list • All sources are accurately reflected and are all accurately included in the bibliography/ reference list.	**Generally, congruence between the in-text referencing and the bibliography/ reference list with one or two errors.** • There is largely a match between the sources presented in-text and the bibliography. • For example, a source appears in the text, but not in the bibliography/ reference list or vice versa.	**A lack of congruence between the in-text referencing and the bibliography.** • No relationship/several incongruencies between the in-text referencing and the bibliography/reference list. • For example, sources are included in-text, but not in the bibliography and vice versa, a link, rather than the actual reference is provided in the bibliography.
In summary: the recording of references is accurate and complete.	In summary, at least **80%** of the sources are correctly reflected and included in a reference list.	In summary, at least **60%** of the sources are incorrectly reflected and/or not included in reference list.

Overall Feedback about the consistency, technical correctness and congruence between in-text referencing and bibliography:

....

Background

The need for organisations, businesses and even individuals to have a website advertising or showcasing their work, business and achievements is considered critical to the success of any entity. In order to remain relevant, accessible and profitable, one needs to have an online presence and this will most often include an appropriate website.

As you complete this POE, you will develop a website for an NGO, NPO or small/medium business of your choice. As you progress through each task, you will use the knowledge gained in the different learning units and add several features to your website. The outcome is to construct a well-designed website which will provide the NGO, NPO or organisation with a web presence.

The simplified process is as follows:

• In Task 1, you will do the groundwork such as sourcing assets – and then create the basic structure of your website (using HTML).

• In Task 2, you will improve upon your work in the previous task and add styling to your website (using CSS). You will also finalise the content across all your pages and make your site responsive.

• In Task 3, you will add a level of interaction by way of basic JavaScript and/or jQuery, and additionally include form functionality in two ways.

You are encouraged to go out and search for a real-world NGO, NPO or organisation that could benefit from your service. Alternatively, you may use a hypothetical, but realistic example. Your lecturer must sign off an approval for your chosen organisation and a broad statement of the envisaged website. Remember to always be respectful of any copyrights and trademarks.
Since each task builds on the previous tasks, it is essential that you work consistently and invest the necessary effort throughout the process. You are required to consult the rubrics at the end of this document to ensure that you submit all work that is required. It is recommended that you double-check that you have included everything. Lastly, the end-product of this POE may also add value to your CV as work experience.

Instructions

To complete this POE, you will be required to conduct additional research

and consult online resources. Links to some of these online resources have been included in your

Module Guide but you will still need to consult other sources on your own. Please ensure that all

third-party assets used are properly referenced using the IIE's Referencing Guide, e.g. Images,

Logos, other Brand image / graphic assets, code snippets, widgets, copy (text) etc.

Part 1 — Preparation, Assets and HTML Website Structure   (Marks:100)

At the end of this specific part, students should be able to:

- *Identify the key success indicators for a website in a given field.*
- *Identify the key resources needed to get started with developing a website.*
- *Source images and other assets legally for use in web development.*
- *Utilise free online tools for preparing resources such as images for use in web development.*
- *Manage file and folder structure appropriate for web development.*
- *Use a code assistant such as Visual Studio Code to create a web project and web pages with HTML code.*
- *Create and link the basic pages of a small website with a navigation system.*
- *Create efficient and standards compliant HTML code to control the structure of each web page.*
- *Add appropriate content and resources to the HTML structure of each page.*

Week 1: Ideation & Sourcing Assets

1.   Come up with your idea for your POE website. It can be an NGO, NPO or organisation that could benefit from your service OR a hypothetical, but realistic example. Start a process document and include a paragraph of no less than 300 words explaining your idea/choice. Run this by your lecturer and get their approval before continuing.

2.   Once you have approval for your idea from your lecturer, do some basic online research to find appropriate content to use on your site. Note that this content should be things like logos, images, text content, graphics etc...

   a.   Make sure that **ALL** of your sourced material is **FULLY referenced** according to the **IIE Referencing Guidelines**. Additionally, for images, ensure that you only use images that are sourced from **creative commons or license-free platforms**.

   NOTE: Most organisations will have fully trademarked and copyrighted branding and

photos, so you cannot use them. You will have to source or create your appropriate license-free assets to use. Strategies to source and create assets are fully covered in the Module Manual.

b.   Include a section in your process document for "**Assets**" and include all your sourced material you intend to use on the website.

3.   Make sure that you resize and crop photos and graphics appropriately for website use. The module manual covers strategies to do this with online services. You should have a good idea of what size your images and graphics should be in pixels.

Week 2: Website Page and Content Structure

1.   Start a new section in your process document called "Website Pages and Content".

2.   List a minimum of 5 web pages you intend to create and link for your website. There MUST be a Homepage, an About page and a Contact page. The other two are open to your idea and may differ from student to student. Here is an -example of a 5-page website:

a.   Homepage.

b.   About Us.

c.   Products and Services.

d.   News.

e.   Contact Us.

3.   Underneath each page heading, list the content to go on that page in the order that you want it to appear from top to bottom. Here is an example of a Homepage:

f.   Homepage:

    i.   Logo.

    ii.   Strapline / Slogan.

    iii.   Links to other pages.

    iv.   Full-width photo (description of which photo).

    v.   Summary of main activities of the organization.

    vi.   Basic contact info.

    vii.   Copyright / Year.

4.   The idea here is to have a page and content structure in your process document that will inform your HTML coding in the next step.

NOTE: For the time being, keep your Contact page to just contact info and not a form as you will be adding forms to your website in a later Part of the POE.

Week 3: Create File / Folder Structure & Pages with Links

1.   Create a root folder for your website with a subfolder for your images.

2.   Use your coding assistant (VS Code) to link to your website root folder. Create all your HTML pages in the root folder – making sure you conform to web file naming conventions for your HTML pages AND your image assets.

3.   Create your basic HTML structure for each page using what you have learned about HTML tags. This must include:

  a.   A Header, Main and Footer tag for each page.

  b.   A navigation section for each page that successfully links to all other pages on the website.

  c.   Appropriate content tags for each of the three sections above.

4.   At this stage you should have a fully functional website with 5 pages that all link to one another. But your actual content is missing.

Week 4: Add Content and Test Website

1.   Continue to add actual content to your HTML structure created in Week 3. This will include heading text, body text, images, graphics etc.

2.   Once completed, test your website and make sure that all pages link successfully and that all content appears in the order that you want it to appear on each page.

3.   Also, make sure that your HTML code is in good shape in terms of hierarchy and syntax.

NOTE: Part 1 is ONLY about structure and content. So at this stage do not worry about styling such as colour, font, size, position etc. All you want the content to appear on each page in the order that the user should read it.

EVIDENCE REQUIREMENTS:

1.   A **process document in PDF or Word format** with the following information (in this order with these headings) – file name **"[student number] – [full name] – WEDE5020 – POE – Part 1.pdf"**:

    a.   Cover page [student number] – [full name] – WEDE5020 – POE – Part 1.

    b.   Table of Contents.

    c.   Website Choice: Include name, description and reason for choosing the organisation. [Not less than 300 words]

    d.   Website Assets: Include any sourced or created text, photos, or graphics that you intend to use.

    e.   Website Pages and Content: Containing a list of your five pages and the content to go on those pages in the order that you want it to appear.

    f.   List of references.

2.   A **zip** file **"[student number] – [full name] – WEDE5020 – POE – Part 1.zip"** containing your entire website.

Part 2 — CSS Styling and Responsiveness   **(Marks: 100)**

At the end of this specific part, students should be able to:

- *Create an external CSS Style Sheet and link all pages to it.*

- *Identify appropriate selectors for the styling of web page elements.*

- *Apply Decorative, Typographic & Layout styling to web pages using CSS for a desktop solution.*

- *Take advantage of the "Cascading" nature of CSS to style page elements with a minimum number of selectors.*

- *Use browser developer tools to assist with CSS.*

- *Apply responsive styling for mobile phones using a mixture of relative values and at least one Media Query.*

Week 1: Improvements to Part 1

1.   Make sure you carefully read your rubric feedback from the marker for Part 1. If you need more information, discuss this with your lecturer.

2.   Implement corrections and changes to improve your Part 1.

3. In your Process document from Part 1, add a "Part 2" section with a new heading "Improvements to Part 1".

4.   Make sure that you carefully document the changes/improvements you made to your Part 1 website AND your Part 1 process document. Note that your documenting of improvements must be detailed and specific as the marker will not have time to comb through your work to identify changes – YOU need to make sure you clearly signal what changes you made.

NOTE: It is not good enough to say, "I improved my code on the Homepage", you need to specify what code you changed, for example: "I fixed the <h1> tag on line 25 that did not have a termination tag </h1>" etc..

Week 2 and 3: Apply CSS Styling for a desktop solution

1. Create an external style sheet in your website root folder.

2. Link all web pages to this style sheet.

3. Apply CSS rules to your page elements to style them how you want your pages to look.

4. Note that efficient CSS uses a minimum number of selectors to style the maximum number of page elements across a web-site. So try and work efficiently.

5. You must apply CSS styling for positioning and layout of elements, typography and decoration.

6. Note that a "desktop solution" means a screen width not narrower than 1024px. So everything must look good in your browser when open on a standard desktop or laptop computer screen.

Week 4: Apply Responsive Styling

1. Examine your CSS and find places where you can use relative values to make your page elements more responsive without breaking the overall appearance of your site. For example, can you apply a % value to the width of an image instead of an absolute px value – and does this work okay?

2. At the bottom of your CSS Style Sheet, Create a media query that triggers when your screen width is less than 960px.

3. Apply new styling appropriately within the media query that adjusts page elements for a mobile phone screen in portrait orientation.

4. Make use of Google Chrome Browser Developer Tools to test out mobile options before implementing them.

5. Your final responsive solution should adjust the styling of your desktop solution so that it is "touch-friendly" and clear for a vertical portrait-oriented mobile phone.
NOTE: It is perfectly okay to have a responsive solution that results in much taller pages that require a lot of vertical scrolling; BUT it is definitely NOT okay if the user has to scroll horizontally or zoom in/out to access content.

EVIDENCE REQUIREMENTS:

1. A **process document in PDF or Word format** with the following information (in this order with these headings) – file name **"[student number] – [full name] – WEDE5020 – POE – Part 2.pdf":**

   a. Part 1 – With Improvements:

      i. Cover page [student number] – [full name] – WEDE5020 – POE – Part 1.

      ii. Table of Contents.

      iii. Website Choice: Include name, description and reason for choosing the organisation. [Not less than 300 words]

      iv. Website Assets: Include any sourced or created text, photos, or graphics that you intend to use.

      v. Website Pages and Content: Containing a list of your five pages and the content to go on those pages in the order that you want it to appear.

      vi. List of references.

   b. Part 2:

      i. Documented improvements to the Part 1 process document.

      ii. Documented improvements to the Part 1 website.

2. A zip **file "[student number] – [full name] – WEDE5020 – POE – Part 2.zip"** containing your entire website.

Part 3 — Functionality, SEO and Forms   **(Marks:100)**

At the end of this specific part, students should be able to:

- *Implement JavaScript or jQuery solutions to add additional functionality to a website.*

- *Apply SEO best practices to a website.*

- *Create forms with HTML.*

- *Build JavaScript validation into forms.*

- *Create and Embed a Google form.*

Week 1: Improvements to Part 2

1. Make sure you carefully read your rubric feedback from the marker for Part 2. If you need more information, discuss this with your lecturer.

2. Implement corrections and changes to improve your Part 2.

3. In your Process document from Part 2, add a "Part 3" section with a new heading "Improvements to Part 2".

4. Make sure that you carefully document the changes/improvements you made to your Part 2 website AND your Part 2 process document. Note that your documenting of improvements must be detailed and specific as the marker will not have time to comb through your work to identify changes – YOU need to make sure you clearly signal what changes you made.

Week 2: Functionality

1. Find at least one place on your website where you can add JavaScript or jQuery to make the User Experience more functional/dynamic.

2. This could be, for example, a date stamp in the footer of the homepage, or a functional lightbox preview for your product photos.
    NOTE: JavaScript form validation does not count here as you will be implementing that later with your form.

3. In your process document under the new heading "Functionality" make sure you carefully document what you did to implement your JavaScript / jQuery. This should include screen grabs of code and a description of the steps followed.

Week 3: Search Engine Optimisation

1.   Apply SEO best practices to your website to ensure that it is fully optimised for search engines.

2.   In your Process Document under the new heading "SEO", explain in detail what measures you took to ensure that your website is fully SEO compliant.

   NOTE: Some SEO changes may cause website errors and therefore require fixing. For example, if you change the name of an image to be more SEO compliant, you must make sure that you update your code to the new image name.

Week 4: Forms

   1. HTML Form:

      a.   Create a basic customer contact form on your "Contact" webpage. You can decide on the information you wish to gather from a customer. Usually, a contact form includes basic personal details and other information such as what the enquiry is about or what product/service the customer is interested in. You can decide based on what is appropriate for your website.

      b.   The submit button on your form should use the basic mailto: action to send the form information in plain text to a hypothetical email address. It does not have to work.

      c.   Add some basic JavaScript validation to your form that does the following:

         i.   Clears text fields of the initial value when the user clicks on them.

         ii.   Checks for an entry in the critical fields such as a name and if nothing is entered, activates a pop-up warning that this information is required.

            NOTE: You are not limited to the above, you can add more validation if you want to.

3.   Google Form:

      a.   Find or create a place for a "Receive Newsletter" form on your Homepage. Perhaps in the footer below all other content?

      b.   Create a very simple Google form called "Receive Newsletter".

      c.   There must be a place for an email address and a checkbox that says, "Please send me your weekly newsletter".

      d.   Embed your Google Form on your Homepage in the HTML element you identified above.

EVIDENCE REQUIREMENTS:

1.   A **process document in PDF or Word format** with the following information (in this order with these headings) – file name **"[student number] – [full name] – WEDE5020 – POE – Part 3.pdf"**:

   a.   Part 1 – With Improvements:

   i.   Cover page [student number] – [full name] – WEDE5020 – POE – Part 1.

   ii.   Table of Contents.

   iii.   Website Choice: Include name, description and reason for choosing the organisation. [Not less than 300 words]

   iv.   Website Assets: Include any sourced or created text, photos, or graphics that you inteto use.

   v.   Website Pages and Content: Containing a list of your five pages and the content to go on those pages in the order that you want it to appear.

   vi.   List of references.

   b.   Part 2 – With Improvements:

   i.   Documented improvements to Part 1 process document.

   ii.   Documented improvements to Part 1 website.

   c.   Part 3:

   i.   Documented improvements to Part 2 process document.

   ii.   Documented improvements to Part 2 website.

   iii.   Functionality.

   iv.   SEO.

2.   A **zip file "[student number] – [full name] – WEDE5020 – POE – Part 3.zip"** containing your entire website.

Assessment Sheet (Marking Rubric)

Please note: Tear off this section and **attach** it to your work when you submit it/ If this is an online submission, then this information needs to be included in the online submission.

MODULE NAME:		MODULE CODE:
PARENT MODULE NAME		WEDE5020
CHILD MODULE NAME		

STUDENT NAME:
STUDENT NUMBER:

PART 1					
Marking Criteria	Novice (<40%)	Developing (40-49%)	Competent (50-59%)	Good (60-75%)	Outstanding (75-100%)
Description: Minimum 300 words describing website idea. [5 Marks]	• Either no evidence of ideation / description or; • Description is confusing, and less than 300 words, and not approved by lecturer.	• Less than 300 words, and/or; • Unclear description, and/or; • Not approved by lecturer.	• Minimum 300 words. • Description is acceptable. • Approved by the lecturer.	• Minimum 300 words. • Somewhat clearly describes choice and rationale. • Approved by the lecturer.	• Minimum 300 words. • Very clearly describes choice and rationale for the choice of website. • Approved by the lecturer.
	0 – 2 Marks	2.5 – 2.5 Marks	3 – 3 Marks	3.5 – 3.5 Marks	4 – 5 Marks

Assets: Sourcing and preparation of website assets [15 Marks]	• There was **little or no** attempt to document assets. • **Few or no** assets were found, or they were not appropriate. • **Little or no** evidence of sourcing assets from license-free sources. • **Little or no** evidence of resizing or cropping images.	• There was an attempt to document assets in the process document – but **lacks detail**. • Assets **include** some images and other content. • License-free sources are **inconsistently** documented. • Images are **inconsistently** sized and cropped for use.	• Assets are **mostly** documented. • Assets include **mostly appropriate** logos, images, text content, and graphics. • **Most** assets **appear** to be from creative commons or license-free sare sources; but are **not** documented. • Photos / Images / Graphics are **mostly** sized and cropped appropriately for use (as evidenced in the "images" folder of the website).	• Assets are documented. • Assets include logos, images, text content, and graphics. • **Most** assets **appear** to be from creative commons or license-free sources. • Photos / Images / Graphics are sized and cropped appropriately for use (as evidenced in the "images" folder of the website).	• Assets are documented in the process document. • Assets include **appropriate** logos, images, text content, and graphics. • **All** assets are from creative commons or license-free sources. **Documented**. • Photos / Images / Graphics are **perfectly** sized and cropped appropriately for use (as evidenced in the "images" folder of the website).
	0 – 5.5	**6 – 7.5**	**8 – 8.5**	**9 – 11**	**11.5 – 15 Marks**

Website Page and Content Structure in Process Document **[15 Marks]**	• No documentation of the five website page names and the order of content to be included on those pages, or Documenting was confusing, unclear and missing information.	Documenting of the five website page names and the order of content to be included on those pages needed further development.	Documenting of the five website page names and the order of content to be included on those pages was acceptable, but with a few errors.	Clear documentation of the five website page names and the order of content to be included on those pages.	Excellent, clear documentation of the five website page names and the order of content to be included on those pages.
	0 – 5.5 Marks	**6 – 7.5 Marks**	**8 – 8.5 Marks**	**9 - 11 Marks**	**11.5 – 15 Marks**
Website files, folders and navigation: **[15 Marks]**	• File naming was completely **wrong** or **non-existent**. • File and folder structure was **confused** or **non-existent**. • **Missing** Webpages and naming were **incorrect**. Navigation links **do not work** or are **non-existent**.	• File naming had a few **errors**. • File and folder structure had one or two **errors**. • Five webpages, but the naming needs **revision**. • Navigation links need **revision,** but some worked.	• **Mostly** standards-compliant file and folder naming. • Entire website was in a root folder. • "images" folder contained all images. • Five are web pages **mostly** appropriately named. • All pages contained navigation links to each other that **mostly** work.	• **Good**, standards compliant file and folder naming. • Entire website was in a root folder. • "images" folder contained all images. • Five web pages appropriately named. • All pages contained navigation links to each other that **mostly** work.	• **Excellent**, standards compliant file and folder naming. • Entire website was in an **appropriately** named root folder. • "images" folder contained all images. • Five appropriately named web pages were in the root folder. • All webpages contained navigation links to each other that work.

	0 – 5.5 Marks	6 – 7.5 Marks	8 – 8.5 Marks	9 - 11 Marks	11.5 – 15 Marks
HTML Structure **[25 Marks]**	• Either there was **no attempt** at HTML coding; or • Pages contain HTML code that is **incorrect** and **non-functional**. • Formatting of code is **poor**.	• Pages contain HTML code that successfully structures content, but with many errors. • Formatting of code could be improved.	• Acceptable formatting of code. • Acceptable HTML code with a few errors.	• Pages contain **mostly** neatly formatted, standards compliant, free error-free and **mostly** appropriate HTML code.	• All pages contain **neatly** formatted, **compliant standards-compliant**, **free error-free** and **appropriate** HTML code.
	0 – 9.5 Marks	**10 - 12 Marks**	**12.5 – 14.5 Marks**	**15 – 18.5 Marks**	**19 – 25 Marks**
Content **[25 Marks]**	• Pages **do not** contain a mix of headings, images, text and graphics. • The order of content is **poor**. • Page content does **not** contribute to a good user experience.	• Pages **lack** a mix of content. • Order of content is **not** logical and requires **revision**. • Page content should be made more meaningful to the user.	• **Most** pages contain a mix of headings, images, text and graphics. • The order of content is acceptable – but can be **improved**. • Page content could be made **more** meaningful to the average user – but is acceptable.	• Pages contain a **good** mix of headings, images, text and graphics that is **appropriate** to the brand. • Content is **mostly** ordered in a meaningful way from top to bottom. • Page content **mostly** makes sense and is easy to follow for an average user.	• Pages contain an **excellent** mix of headings, images, text and graphics that is **appropriate** to the brand. • Content is ordered in a **meaningful** way from top to bottom. • Page content **makes sense** and is easy to follow for an average user.
	0 – 9.5 Marks	**10 - 12 Marks**	**12.5 – 14.5 Marks**	**15 – 18.5 Marks**	**19 – 25 Marks**

	Sub Total:	/100
	Sub Total %:	
	Referencing Deductions:	
	Total:	
FEEDBACK:		

PART 2					
Marking Criteria	**Novice (<40%)**	**Developing (40-49%)**	**Competent (50-59%)**	**Good (60-75%)**	**Outstanding (75-100%)**
Improvements to Part 1. **[25 Marks]**	• **Little or no evidence of** implementation of improvements to Part 1 of the process document. • **Little or no evidence of** implementation of improvements to Part 1 of the website.	• **Some evidence of** implementation of improvements to Part 1 of the process document – documented in Part 2 of the process document. • **Some evidence of** implementation of improvements to Part 1 of the website – documented in Part 2 of the process document.	• **Acceptable** implementation of improvements to Part 1 of the process document – documented in Part 2 of the process document. • **Acceptable** implementation of improvements to Part 1 of the website – documented in Part 2 of the process document.	• **Good** implementation of improvements to Part 1 of the process document – **clearly** documented in Part 2 of the process document. • **Good** implementation of improvements to Part 1 of the website – **clearly** documented in Part	• **Excellent** implementation of improvements to Part 1 of the process document – **clearly** and **thoroughly** documented in Part 2 of the process document. • **Excellent** implementation of improvements to Part 1 of the website – **clearly**

				2 of the process document.	and **thoroughly** documented in Part 2 of the process document.
	0 – 9.5 Marks	**10 – 12 Marks**	**12.5 – 14.5 Marks**	**15 – 18.5 Marks**	**19 – 25 Marks**
Creating and Linking Style Sheet to Pages, the styling of pages with CSS. **[50 Marks]**	• **No** CSS file was created, or **incorrectly** created. • **Few if any** pages were linked to the same CSS file. • Styling of Position, Layout, Typography and Decoration on all web pages was **either poorly done or not done at all**. • **Little evidence** of appropriate choice of CSS. • **Many** redundant CSS rules. • **Poor** CSS code formatting.	• A CSS file was. Not all pages were linked to the same CSS file. • Styling of Position, Layout, Typography and Decoration on all web pages was **evident, but not successful in styling effectively**. • **Developing** choice of CSS selectors - **needs refinement**. • **Evidence of** redundant CSS rules. • CSS code formatting **requires refinement**.	• A CSS file was **created** in the root folder. Pages were linked to the same CSS file. • Styling of Position, Layout, Typography and Decoration on all web pages was **acceptable, but with a few errors**. • **Acceptable** choice of CSS selectors - **but could be improved**. • **Some** redundant CSS rules. • CSS code formatting **could be improved**.	• A CSS file was **created** in the root folder. ALL pages were **successfully** linked to the same CSS file. • Styling of Position, Layout, Typography and Decoration on all web pages was **good**. CSS selectors were chosen **appropriately**. **Some** redundant CSS rules. CSS code was **mostly neatly** formatted. All CSS was **mostly compliant standards-compliant**.	• A CSS file was **created** in the root folder. ALL pages were **successfully** linked to the same CSS file. • Styling of Position, Layout, Typography and Decoration on all web pages was **exceptional**. CSS selectors were chosen **optimally**. CSS rules were **efficiently** applied. **No** redundant CSS rules. CSS code was **neatly** formatted. All CSS was **compliant standards-compliant**.
	0 – 19.5 Marks	**20 – 24.5 Marks**	**25 – 29.5 Marks**	**30 – 37.5 Marks**	**38 – 50 Marks**

Applying Mobile Phone Responsiveness. [25 Marks]	• **No** evidence of the use of relative values for responsiveness. • **Poorly created** (**or not created**) media query. • Restyling of page content was either **not done at all** or **poorly done**.	• **At least one** application of relative value for responsiveness. • Creation of a media query for smaller mobile screens **but with errors**. • Restyling of page content when on a mobile phone was attempted – **but with errors**. • **Some** horizontal scrolling or zooming was necessary.	• **Acceptable** application of relative. • **Acceptable** creation of a media query for smaller mobile screens. • **Acceptable** attempt at restyling of page content when on a mobile phone. • **Limited** horizontal scrolling or zooming is necessary.	• **Good** application of relative values where **appropriate** for responsiveness. • **Good** creation of a media query for smaller mobile screens. • **Mostly good** restyling of page content when on a mobile phone, to be "touch-friendly" and "reading friendly". • Switching from Desktop styling to Mobile styling was **error-free**. • No horizontal scrolling or zooming is necessary.	• **Excellent** application of relative values where **appropriate** for responsiveness. • **Excellent** creation of a media query for smaller mobile screens. • **Excellent** restyling of page content when on a mobile phone, to be "touch-friendly" and "reader friendly". • Switching from Desktop styling to Mobile styling was **error-free**. • No horizontal scrolling or zooming is necessary.
	0 – 9.5 Marks	**10 – 12 Marks**	**12.5 – 14.5 Marks**	**15 – 18.5 Marks**	**19 – 25 Marks**

	Sub Total:	/100
	Sub Total %:	
	Referencing Deductions:	
	Total:	

FEEDBACK:

PART 3					
Marking Criteria	**Novice** **(<40%)**	**Developing** **(40-49%)**	**Competent** **(50-59%)**	**Good** **(60-75%)**	**Outstanding** **(75-100%)**
Improvements to Part 2. **[25 Marks]**	• **Little or no evidence of** implementation of improvements to Part 2 of the process document. • **Little or no evidence of** implementation of improvements to Part 2 of the website.	• **Some evidence of** implementation of improvements to Part 2 of the process document – documented in Part 3 of the process document. • **Some evidence of** implementation of improvements to Part 2 of the website – documented in Part	• **Acceptable** implementation of improvements to Part 2 of the process document – documented in Part 3 of the process document. • **Acceptable** implementation of improvements to Part 2 of the website – documented in Part	• **Good** implementation of improvements to Part 2 of the process document – **clearly** documented in Part 3 of the process document. • **Good** implementation of improvements to Part 2 of the website – **clearly**	• **Excellent** implementation of improvements to Part 2 of the process document – **clearly** and **thoroughly** documented in Part 3 of the process document. • **Excellent** implementation of improvements to

		3 of the process document.	3 of the process document.	documented in Part 3 of the process document.	Part 2 of the website – **clearly** and **thoroughly** documented in Part 3 of the process document.
	0 – 9.5 Marks	**10 – 12 Marks**	**12.5 – 14.5 Marks**	**15 – 18.5 Marks**	**19 – 25 Marks**
Functionality. **[25 Marks]**	• **No attempt** or a very **limited** attempt was made to include at least one JavaScript or jQuery feature, **not** documented in the Process Document. • JavaScript or jQuery feature was **not** present on the website or was attempted **incorrectly**.	• An **attempt** to include at least one JavaScript or jQuery feature was made, but **poorly** documented in the Process Document. • JavaScript or jQuery feature on the website did **not** function correctly.	• **Acceptable** attempt to include at least one JavaScript or jQuery feature - **documented** in the Process Document. • **Acceptable** attempt at the inclusion of JavaScript or jQuery feature on the website.	• **Inclusion** of at least one JavaScript or jQuery feature was **documented** in the Process Document. • JavaScript or jQuery feature was **included** on the website as per Process Document and **worked** when tested.	• **Inclusion** of at least one JavaScript or jQuery feature was documented in the Process Document. • JavaScript or jQuery feature was **included** on the website as per Process Document and worked **perfectly** when tested.
	0 – 9.5 Marks	**10 – 12 Marks**	**12.5 – 14.5 Marks**	**15 – 18.5 Marks**	**19 – 25 Marks**

SEO. [25 Marks]	• **Limited or no** explanation of SEO best practices and implementation of these in the Process Document. • **Limited or no** implementation of SEO measures across the website.	• **Develop** an explanation of SEO best practices and implementation of these in the Process Document. • **Developing** implementation of SEO measures across the entire website is evident. Needs further refinement.	• **Acceptable** explanation of SEO best practices and implementation of these in the Process Document. • **Acceptable** implementation of SEO measures across the entire website is evident.	• **Good** explanation of SEO best practices and implementation of these in the Process Document. • **Good** implementation of SEO measures across the entire website is evident.	• **Excellent** explanation of SEO best practices and implementation of these in the Process Document. • **Excellent** implementation of SEO measures across the entire website is evident.
	0 – 9.5 Marks	**10 – 12 Marks**	**12.5 – 14.5 Marks**	**15 – 18.5 Marks**	**19 – 25 Marks**
Forms. [25 Marks]	• **Limited or no** creation of an HTML Contact form on the Contact page. • **Limited or no** implementation of JavaScript validation on a contact form. • **Limited or no attempt** at creation and embedding of Google form.	• **Developing** the creation of an HTML Contact form on the Contact page. A few errors need fixing and refinements necessary. • **Developing or not** implementing JavaScript validation of contact form. • **Developing** creation and embedding of Google form according to brief	• **Acceptable** creation of an HTML Contact form on the Contact page. Submit button setup to send form data in plain text via email. • **Acceptable** implementation of JavaScript validation of contact form. • **Acceptable** creation and embedding of Google form	• **Good** creation of an HTML Contact form on the Contact page. Submit button setup to send form data in plain text via email. • **Good** implementation of JavaScript validation of contact form. • **Good** creation and embedding of Google form	• **Excellent** creation of an HTML Contact form on the Contact page. Submit button setup to send form data in plain text via email. • **Excellent** implementation of JavaScript validation of contact form. • **Excellent** creation and embedding of

		requirements. Refinement required.	according to brief requirements.	according to brief requirements.	Google form according to brief requirements.
	0 – 9.5 Marks	**10 – 12 Marks**	**12.5 – 14.5 Marks**	**15 – 18.5 Marks**	**19 – 25 Marks**
				Sub Total:	**/100**
				Sub Total %:	
				Referencing Deductions:	
				Total:	
FEEDBACK:					