

<b>MODULE NAME:</b>				<b>MODULE CODE:</b>	
<b>PARENT MODULE NAME</b>				<b>WEDE5020</b>	
<b>CHILD MODULE NAME</b>					
<b>STUDENT NAME:</b>					
<b>STUDENT NUMBER:</b>					
<b>PART 1</b>					
<b>Marking Criteria</b>	<b>Novice (&lt;40%)</b>	<b>Developing (40-49%)</b>	<b>Competent (50-59%)</b>	<b>Good (60-75%)</b>	<b>Outstanding (75-100%)</b>
<b>Description:</b> <b>Minimum 300 words describing website idea.</b>  <b>[5 Marks]</b>	<ul style="list-style-type: none"> <li>• Either no evidence of ideation / description or;</li> <li>• Description is confusing, and less than 300 words, and not approved by lecturer.</li> </ul>	<ul style="list-style-type: none"> <li>• Less than 300 words, and/or;</li> <li>• Unclear description, and/or;</li> <li>• Not approved by lecturer.</li> </ul>	<ul style="list-style-type: none"> <li>• Minimum 300 words.</li> <li>• Description is acceptable.</li> <li>• Approved by the lecturer.</li> </ul>	<ul style="list-style-type: none"> <li>• Minimum 300 words.</li> <li>• Somewhat clearly describes choice and rationale.</li> <li>• Approved by the lecturer.</li> </ul>	<ul style="list-style-type: none"> <li>• Minimum 300 words.</li> <li>• Very clearly describes choice and rationale for the choice of website.</li> <li>• Approved by the lecturer.</li> </ul>
	<b>0 – 2 Marks</b>	<b>2.5 – 2.5 Marks</b>	<b>3 – 3 Marks</b>	<b>3.5 – 3.5 Marks</b>	<b>4 – 5 Marks</b>

<b>Assets: Sourcing and preparation of website assets</b>  <b>[15 Marks]</b>	<ul style="list-style-type: none"> <li>There was <b>little or no</b> attempt to document assets.</li> <li><b>Few or no</b> assets were found, or they were not appropriate.</li> <li><b>Little or no</b> evidence of sourcing assets from license-free sources.</li> <li><b>Little or no</b> evidence of resizing or cropping images.</li> </ul>	<ul style="list-style-type: none"> <li>There was an attempt to document assets in the process document – but <b>lacks detail</b>.</li> <li>Assets <b>include</b> some images and other content.</li> <li>License-free sources are <b>inconsistently</b> documented.</li> <li>Images are <b>inconsistently</b> sized and cropped for use.</li> </ul>	<ul style="list-style-type: none"> <li>Assets are <b>mostly</b> documented.</li> <li>Assets include <b>mostly appropriate</b> logos, images, text content, and graphics.</li> <li><b>Most</b> assets <b>appear</b> to be from creative commons or license-free sources; but are <b>not</b> documented.</li> <li>Photos / Images / Graphics are <b>mostly</b> sized and cropped appropriately for use (as evidenced in the “images” folder of the website).</li> </ul>	<ul style="list-style-type: none"> <li>Assets are documented.</li> <li>Assets include logos, images, text content, and graphics.</li> <li><b>Most</b> assets <b>appear</b> to be from creative commons or license-free sources.</li> <li>Photos / Images / Graphics are sized and cropped appropriately for use (as evidenced in the “images” folder of the website).</li> </ul>	<ul style="list-style-type: none"> <li>Assets are documented in the process document.</li> <li>Assets include <b>appropriate</b> logos, images, text content, and graphics.</li> <li><b>All</b> assets are from creative commons or license-free sources. <b>Documented.</b></li> <li>Photos / Images / Graphics are <b>perfectly</b> sized and cropped appropriately for use (as evidenced in the “images” folder of the website).</li> </ul>
	<b>0 – 5.5</b>	<b>6 – 7.5</b>	<b>8 – 8.5</b>	<b>9 – 11</b>	<b>11.5 – 15 Marks</b>

15

<b>Website Page and Content Structure in Process Document</b>  <b>[15 Marks]</b>	<ul style="list-style-type: none"> <li>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.</li> </ul>	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.
	<b>0 – 5.5 Marks</b>	<b>6 – 7.5 Marks</b>	<b>8 – 8.5 Marks</b>	<b>9 - 11 Marks</b>	<b>11.5 – 15 Marks</b>
<b>Website files, folders and navigation:</b>  <b>[15 Marks]</b>	<ul style="list-style-type: none"> <li>File naming was completely <b>wrong</b> or <b>non-existent</b>.</li> <li>File and folder structure was <b>confused</b> or <b>non-existent</b>.</li> <li><b>Missing</b> Webpages and naming were <b>incorrect</b>. Navigation links <b>do not work</b> or are <b>non-existent</b>.</li> </ul>	<ul style="list-style-type: none"> <li>File naming had a few <b>errors</b>.</li> <li>File and folder structure had one or two <b>errors</b>.</li> <li>Five webpages, but the naming needs <b>revision</b>.</li> <li>Navigation links need <b>revision</b>, but some worked.</li> </ul>	<ul style="list-style-type: none"> <li><b>Mostly</b> standards-compliant file and folder naming.</li> <li>Entire website was in a root folder.</li> <li>“images” folder contained all images.</li> <li>Five are web pages <b>mostly</b> appropriately named.</li> <li>All pages contained navigation links to each other that <b>mostly</b> work.</li> </ul>	<ul style="list-style-type: none"> <li><b>Good</b>, standards compliant file and folder naming.</li> <li>Entire website was in a root folder.</li> <li>“images” folder contained all images.</li> <li>Five web pages appropriately named.</li> <li>All pages contained navigation links to each other that <b>mostly</b> work.</li> </ul>	<ul style="list-style-type: none"> <li><b>Excellent</b>, standards compliant file and folder naming.</li> <li>Entire website was in an <b>appropriately</b> named root folder.</li> <li>“images” folder contained all images.</li> <li>Five appropriately named web pages were in the root folder.</li> <li>All webpages contained navigation links to each other that work.</li> </ul>

15

10

	0 – 5.5 Marks	6 – 7.5 Marks	8 – 8.5 Marks	9 - 11 Marks	11.5 – 15 Marks
<b>HTML Structure</b>  <b>[25 Marks]</b>	<ul style="list-style-type: none"> <li>Either there was <b>no attempt</b> at HTML coding; or</li> <li>Pages contain HTML code that is <b>incorrect</b> and <b>non-functional</b>.</li> <li>Formatting of code is <b>poor</b>.</li> </ul>	<ul style="list-style-type: none"> <li>Pages contain HTML code that successfully structures content, but with many errors.</li> <li>Formatting of code could be improved.</li> </ul>	<ul style="list-style-type: none"> <li>Acceptable formatting of code.</li> <li>Acceptable HTML code with a few errors.</li> </ul>	<ul style="list-style-type: none"> <li>Pages contain <b>mostly</b> neatly formatted, standards compliant, free error-free and <b>mostly</b> appropriate HTML code.</li> </ul>	<ul style="list-style-type: none"> <li>All pages contain <b>neatly</b> formatted, <b>compliant standards-compliant</b>, <b>free error-free</b> and <b>appropriate</b> HTML code.</li> </ul>
	0 – 9.5 Marks	10 - 12 Marks	12.5 – 14.5 Marks	15 – 18.5 Marks	19 – 25 Marks
<b>Content</b>  <b>[25 Marks]</b>	<ul style="list-style-type: none"> <li>Pages <b>do not</b> contain a mix of headings, images, text and graphics.</li> <li>The order of content is <b>poor</b>.</li> <li>Page content does <b>not</b> contribute to a good user experience.</li> </ul>	<ul style="list-style-type: none"> <li>Pages <b>lack</b> a mix of content.</li> <li>Order of content is <b>not</b> logical and requires <b>revision</b>.</li> <li>Page content should be made more meaningful to the user.</li> </ul>	<ul style="list-style-type: none"> <li><b>Most</b> pages contain a mix of headings, images, text and graphics.</li> <li>The order of content is acceptable – but can be <b>improved</b>.</li> <li>Page content could be made <b>more</b> meaningful to the average user – but is acceptable.</li> </ul>	<ul style="list-style-type: none"> <li>Pages contain a <b>good</b> mix of headings, images, text and graphics that is <b>appropriate</b> to the brand.</li> <li>Content is <b>mostly</b> ordered in a meaningful way from top to bottom.</li> <li>Page content <b>mostly</b> makes sense and is easy to follow for an average user.</li> </ul>	<ul style="list-style-type: none"> <li>Pages contain an <b>excellent</b> mix of headings, images, text and graphics that is <b>appropriate</b> to the brand.</li> <li>Content is ordered in a <b>meaningful</b> way from top to bottom.</li> <li>Page content <b>makes sense</b> and is easy to follow for an average user.</li> </ul>
	0 – 9.5 Marks	10 - 12 Marks	12.5 – 14.5 Marks	15 – 18.5 Marks	19 – 25 Marks

15

15

<b>Sub Total:</b>	<b>75/100</b>
<b>Sub Total %:</b>	
<b>Referencing Deductions:</b>	
<b>Total:</b>	
<b>FEEDBACK:</b>	