



**UOW**  
MALAYSIA  
KDU PENANG  
UNIVERSITY COLLEGE

PART OF THE UNIVERSITY  
OF WOLLONGONG AUSTRALIA  
GLOBAL NETWORK

## CWP3014 Introduction to Web Design

### Marking Rubric Assignment 2 Website development (30%)

80.80



UNIVERSITY OF  
LINCOLN

#### Conceptual design

#### Task 1: Conceptual website design (30%)

LEARNING OUTCOME	MARKING CRITERIA	MARKING SCALE					YOUR MARKS
		Fail (0-49)	3 <sup>rd</sup> Class (50-59)	2 <sup>nd</sup> Lower Class (60-69)	2 <sup>nd</sup> Upper Class (70-79)	1 <sup>st</sup> Class (80-100)	
CLO1: Plan and design an appropriate website design using current standards and semantics of HTML and CSS.	Planning a website (20%)	Students failed to develop a correct skeletal structure and interactive wireframe sketch and storyboard. Students also unable to create a relationship in the sketch and storyboard that make up a website	Students did not develop a correct skeletal structure and interactive wireframe sketch and storyboard. Students also unable to create a relationship in the sketch and storyboard that make up a website	Students poorly develop a skeletal structure and interactive wireframe sketch and storyboard. The relationship between elements in the sketch and storyboard are inadequate and confusing.	Students moderately develop a correct skeletal structure and interactive wireframe sketch and storyboard. Some of the relationships are missing, yet students is able to create good relationship in the sketch and storyboard that make up a website	Students develop a correct skeletal structure and interactive wireframe sketch and storyboard. Students also able to create a proper relationship in the sketch and storyboard that make up a website	16
	Database management system (10%)	Students failed to develop a correct database structure and ER diagram. Students also unable to create a relationship in the database skeleton and ER diagram that make up a website	Students did not develop a correct database structure and ER diagram. Students also unable to create a relationship in the database skeleton and ER diagram that make up a website	Students poorly develop a database structure and ER diagram. The relationship between elements in the database skeleton and ER diagram are inadequate and confusing.	Students moderately develop a correct database structure and ER diagram. Some of the relationships are missing, yet students is able to create good relationship in the database structure and ER diagram that make up a website	Students develop a correct database structure and ER diagram. Students also able to create a proper relationship in the database structure and ER diagram that make up a website	8.10

Good UI design but you need some information to guide the users about the system at the home page  
Your database is good it is able to support the requirements of the system

	<b>Total marks (30%)</b>	<b>24.10</b>
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Website development							
TASK 2: Website development (60%)							
LEARNING OUTCOME	MARKING CRITERIA	MARKING SCALE					
		Fail (0-49)	3 <sup>rd</sup> Class (50-59)	2 <sup>nd</sup> Lower Class (60-69)	2 <sup>nd</sup> Upper Class (70-79)	1 <sup>st</sup> Class (80-100)	YOUR MARKS/ COMMENTS
<b>CLO 2: Create a full functioning website that applies key web accessibility and web design principles.</b>	<b>Design (10%)</b>	The pages are unattractive. Text is not readable. The backgrounds are distracting.	The pages are less unattractive. Text is difficult to read. The backgrounds are distracting.	The pages appear “busy” or “boring”. Text may be difficult to read. The backgrounds are somewhat distracting.	The pages are eye-catching and attractive. Text is easy to read. The backgrounds are subtle and appropriate.	All pages are well organized with tables. Text spacing and alignment make reading easy. The backgrounds enhance the page.	8.20
	<b>Navigation (10%)</b>	The user completely lost or links malfunction.	The user may become lost or links may be missing or not working.	The user may become confused when navigating between pages. Some links may not work.	Links are consistent and easy to find so that the user can easily navigate back and forth through pages.	Links are created with images and icons to enhance the text links.	8.20
	<b>Content (10%)</b>	No statement of purpose and student fail to relate content with the website theme	No statement of purpose, however, student able to relate some content with the website theme	Some purpose evident, however some of the content not really related to the website theme	Purpose evident and related to the website theme	Clear statement of purpose and related to the website theme	8.30
	<b>Functionality (20%)</b>	All links, navigation and assets are broken. Basic function fails to work.	Broken links, navigation and assets. Basic function work with minor error.	Works as expected, user having difficulties to navigate the website and student unable to execute some of the basic function	Navigation bar working and logical and use don't have to guess what is the website is all about. However, missing some basic function	Site runs smoothly in all areas. User is able to navigate the website with ease and obtain the information they are seeking. All basic functions can be executed	16.40
	<b>Database and server connection (10%)</b>	Students failed to design a database structure, unable created all of the tables defined in project requirements Tables names are inappropriately in regard to their data elements.	Students poorly design a database structure, partially created all of the tables defined in project requirements Tables names are inappropriately in regard to their data elements.	Students moderately design a database structure, partially created all of the tables defined in project requirements Tables names are appropriately in regard to	Students managed to design a good database structure, managed to create all of the tables defined in project requirements Tables names are appropriately in regard to	Students managed to design a well-structured database structure, successfully created all of the tables defined in project requirements Tables names are appropriately in regard	8.0

Good design and workflow. users can very quickly grasp the functionality of the system very quickly  
Most functionalities are well developed and validation.  
Please keep up your good efforts

		Students failed to connect to server.	Students failed to connect to server.	their data elements. However, students failed to connect to server.	their data elements. Students successfully connect the website to server.	to their data elements. Students successfully connect the website to server.	
Total marks (60%)							49.10

Individual component							
TASK 3: Individual presentation (10%)							
LEARNING OUTCOME	MARKING CRITERIA	MARKING SCALE					YOUR MARKS
		Fail (0-49)	3 <sup>rd</sup> Class (50-59)	2 <sup>nd</sup> Lower Class (60-69)	2 <sup>nd</sup> Upper Class (70-79)	1 <sup>st</sup> Class (80-100)	
	Quality of presentation (5%)	Presentation is improper; student failed to speak clearly and merely reads the text; overall presentation is poor	Presentation is inadequate; student does not speak clearly and merely reads the text; overall presentation is weak and basic	Presentation is Basic, student reads slides and provides little elaboration. Overall presentation meets the basic requirement	Presentation is good; most slides are read with some elaboration. Overall Presentation shows some basic insight	Presentation is excellent and student speaks clearly without reading. Overall presentation adds to the understanding of the subject	3.80
	Vocal projection ((5%))	Student fail to project his/her project and having difficulties to pronounce and articulate some words	Student unable project his/her project and having difficulties to pronounce and articulate some words	Student moderately project his/her voice, lack of pronunciation and articulation	Student has a good voice projection, good pronunciation and articulation	Student has an excellent voice projection, good pronunciation and articulation	3.80
	Total marks (10%)						7.60
	Grand total marks (100%)						80.80

