



Programme		Course Code and Title	
Bachelor of Computer Science (Hons) Bachelor of Computer Science (Hons) In Computer & Network Technology Bachelor of Information Systems (Hons)		CWP3013- introduction to Web Design	
Student's name / student's id		Lecturer's name	
		Ms. Shyamala Nadarajan	
Date issued	Submission Deadline	Indicative Weighting	
Week 6-19/02/2024	Week 12 – 01/03/2024	40%	
Assignment 1 title			

# as in Course Guide	UOWM KDU Penang University College Learning Outcome
CLO1	Plan and design an appropriate website design using current standards structure and semantics of HTML and CSS.
CLO2	Create a full functioning website that applies key web accessibility and web design principles.

# as in Course Guide	University of Lincoln Learning Outcome
CLO1	Create an appropriate data handling service that considers user needs
CLO2	Apply industry standards in the application of web and cloud provision

Student's declaration

<p>I certify that the work submitted for this assignment is my own and research sources are fully acknowledged.</p>	
<p>Student's signature:</p>	
<p>Submission Date:</p>	

Dates and Mechanisms for Assessment Submission and Feedback

Mechanism for handout to students	OpenLearning LMS/ MS Teams
Mechanism for submission of work by student	<i>Softcopy online submission via OpenLearning/MS Teams</i>
Date by which work, feedback and marks will be returned to students	10/03/2024
Mechanism for return of assignment work, feedback and marks to students	Feedback will be provided by a marking template. This will be available to students via OpenLearning/MS Teams. The discussions at the walkthroughs will also provide informal feedback

COURSEWORK SUBMISSION GENERAL INFORMATION

Academic Integrity Statement

You must adhere to the university college regulations on academic conduct. Formal inquiry proceedings will be instigated if there is any suspicion of plagiarism or any other form of misconduct in your work. Students must **NOT** collude with other groups of students or plagiarize their work.

We practice zero tolerance towards plagiarism, and we use Turnitin to evaluate the similarity index. Your similarity index score must not exceed 20%.

Your tasks must be your own work. Unless the use of Artificial Intelligence (AI) is permitted in your assessment task, using AI to complete your assignment is a form of plagiarism.

Nature of the submission required

A softcopy of your assignment in **PDF version** should be submitted to lecturer, no later than the date and time stipulated on the cover sheet. In addition, an electronic copy of your work must be submitted to Turnitin. The first page of your report, immediately after the cover page, must be a page from Turnitin clearly showing your name and your Originality Score (Please refer to [submission arrangement](#)).

Diagrams may be used where they are helpful to support your arguments or description. If they are not your own work, the source must be referenced. Please help us to handle and mark your work efficiently.

Please take note for group submission, only **one submission per group**. This will contain both the group and individual elements. The individual element must be clearly labelled to indicate which group member completed the task.

Documentation guidelines

Student is required to submit a **SOFTCOPY** of the report and ensure that it use the following formatted styles: 1) Font type: **ARIAL**, 2) Font size: **11 pt.**, 3) Line spacing: **Single spacing** and 4) Page layouts: **Justify**. Please make sure you have proper format alignment for all paragraphs, following standard writing style and use **HARVARD CITATION STYLE** for citation. Please include a **HEADER** with the following information: **Student ID, Student name, Course code and Assignment type**. Please also include a proper cover page for your submission which contains information about the students, assignment, course, and

department with UOWM KDU Penang University College and University of Lincoln (UoL) logos on top. Also include page number at the footer page and list of references, which is shown in the last page.

Penalties for Late Submission

For late submission of this Assignment, a penalty of a reduction by 10% of the maximum mark may be applicable for each Calendar Day or part thereof that the submission is late. An Assignment submitted more than **TEN** Calendar Days after the deadline will have a mark of zero recorded for this Assignment.

Submission arrangement

1. Cover page
2. Turnitin similarity report
3. Table of Content
4. Main Report
5. Reference List or Bibliography List (whichever applicable)
6. Marking Rubric (in landscape orientation)

File naming convention

Please make sure you save your filename with the following format:

- <Student Name>_CWP3013_Assignment2_Jan23.pdf

Assignment instructions/Background

Description

This assignment is a group attempt. **Maximum number of students is 4 or 5 students.**

For assignment 2, you will be building on the gifted student system requirements mentioned in assignment 1. You will need to **capture the basic requirements** of the system that was **mentioned in assignment 1**

For this assignment, you are required to construct and test a website based on the following case study.

Most of the **marks** are awarded for the use of HTML, CSS, JavaScript, basic PHP language, **database** (i.e. **MySQL**) and **server** (either **localhost** or **live server**). **Some marks** will be awarded for **good design** and **layout**. **Some marks** are for your **effective testing of the site**. You **should not include features that are not part of your project proposal** as it would just take more time and would not result in extra marks. Although your web project will reflect your individual interests, it should be **developed with a clear purpose**, using the **design fundamentals** taught in this course. Your website should be representative of your web development capabilities. The website should have **AT LEAST 4/5 MODULES**(if 4 students , then there is 4 module or 5 students then 5 modules) **This must include CRUD functions in each module and each module has to be done individually.** Please indicate your responsibilities clearly in a task list tabulated using Excel sheets. Marks will be awarded accordingly.

Task 1: Conceptual website design (30%)

For this task, students are required to **develop the conceptual design** of their selected website and the conceptual design should include the following components:

1. Wireframe
2. Storyboard

3. Sitemap/Website structure
4. Use case diagram
5. ER diagram

Task 2: Website development (60%)

You will use a text editor, such as Textpad, to write HTML to implement your website. The aim is to test your ability to write basic HTML documents with CSS styling. Consequently, you should NOT make use of WYSIWYG editors of any type. Any evidence that you have done so will result in a reduction of your final mark.

Your website will be graded against the following criteria:

Criteria	Detail description
1. Design (10%)	<ul style="list-style-type: none"> Website demonstrates accepted graphic design principles (repeated elements throughout, contrast, proximity, and alignment as well as uncluttered space and subdued backgrounds). usage; this includes text contrasting well with background Consistent design throughout the website CSS rules used on all pages need to be stored in an external style sheet.
2. Navigation (10%)	<ul style="list-style-type: none"> Navigation is consistent in terms of appearance, link options, and location. Navigation is clearly labeled and easy to understand. When on a page, there is some visual cue in the navigation bar that the visitor is at that location.
3. Content (10%)	<ul style="list-style-type: none"> Home page named index.html. We must be able to see your folder structure Externally linked pages must use the target attribute and be opened in new windows. The website must have at least: five externally linked working links Includes at least one relevant image in the site (the validation icon does not fulfill this requirement). All images, regardless of quantity, have alt, height, and width attributes with appropriate values. Note: Images (and any multimedia) have a clear purpose and load quickly. Images (must be controlled using width and height attributes). Browse page(s): Depending on the topic of your selection, different types of browse pages might need to be created.
4. Functionality (20%)	<ul style="list-style-type: none"> Your website should allow user to navigate your site with ease and obtain the information they are seeking. User should not have to guess what your website is about or search for critical information. You should present the information right up front and offer clear direction so users can navigate to exactly the pages and information they seek. In terms of module, at least 5 modules should have the CRUD functions.

5. Database and server connection (10%)	<ul style="list-style-type: none">Your website should have a database to store all data and it must be connected.
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Task 3: Individual presentation (10%)- Week 12

For individual component, students need to present their individual component (the module development) within the website. Presentation schedule will be posted on Open Learning by Week 10. No marks will be awarded for presentation if the student does not show up for presentation.



CWP3014 Introduction to Web Design
Assignment 2
January 2024 Semester
**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%)



UNIVERSITY OF
LINCOLN

Conceptual design

Task 1: Conceptual website design (30%)

LEARNING OUTCOME	MARKING CRITERIA	MARKING SCALE					YOUR MARKS
		Fail (0-49)	3 rd Class (50-59)	2 nd Lower Class (60-69)	2 nd Upper Class (70-79)	1 st Class (80-100)	
CLO1: Plan and design an appropriate website design using current standards 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	
	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	

	Total marks (30%)	
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Website development							
TASK 2: Website development (60%)							
LEARNING OUTCOME	MARKING CRITERIA	MARKING SCALE					
		Fail (0-49)	3 rd Class (50-59)	2 nd Lower Class (60-69)	2 nd Upper Class (70-79)	1 st Class (80-100)	YOUR MARKS/ COMMENTS
CLO 2: Create a full functioning website that applies key web accessibility and web design principles.	Design (10%)	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.	
	Navigation (10%)	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.	
	Content (10%)	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	
	Functionality (20%)	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	
	Database and server connection (10%)	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	

		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%)						

Individual component							
TASK 3: Individual presentation (10%)							
LEARNING OUTCOME	MARKING CRITERIA	MARKING SCALE					YOUR MARKS
		Fail (0-49)	3 rd Class (50-59)	2 nd Lower Class (60-69)	2 nd Upper Class (70-79)	1 st 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	
	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	
	Total marks (10%)						
	Grand total marks (100%)						

