Dublin Business School
Assessment Brief

Assessment Details:

Module Title:	Web Design and Development
Module Code:	B8IT144
Module Leader:	Ronan Frawley
Stage (if relevant):	
Assessment Title:	Development of a brochure website & report for the chosen business case scenario.
Assessment Number (if relevant):	1
Assessment Type:	Project
Restrictions on Time/Length :	750 words for report and 250 words for short reflection
Individual/Group:	Individual
Assessment Weighting:	100%
Issue Date:	April 6th 2021
Hand In Date:	May 24th 2021
Planned Feedback Date:	Hand in date plus 4 weeks via Moodle
Modes of Submission:	Online via ZIP file on Moodle

Assessment Objectives:
1. To develop a brochure style website for a business case of your choice. A sample business case is outlined below.
2. To write a report to accompany the website that includes a reflection on your web development experience.

Sample Business Case:
Gillian Moore is the owner of a unique Bed & Breakfast business located on the west coast of Ireland in Galway city. Gillian's business is a family run B&B, in operation for the past 20 years and offers spectacular views over Galway Bay. During this time, business has come from word of mouth. Gillian now wants to build an online presence to attract new guests and provide up-to-date information for her returning guests. She has asked you to design a brochure-style website for her B&B business.

All rooms in the B&B offer the following to its guests: luxuriously furnished, non-smoking, own private bathrooms with full size baths, separate walk-in tropical rain showers, walnut wooden floors, central heating, iron and ironing board, hair dryer, all with 32" to 40" flat T.V. and tea/coffee making facilities. Full breakfast, free 24 hour wireless broadband Internet access throughout, free private off street car park and all taxes are included in rate.

Facilities nearby to the B&B include: Eyre Square Shopping Centre, two sandy beaches, spectacular coastal walks, a variety of restaurants within walking distance, friendly traditional Irish music pubs, horse-riding, golfing, fishing, and a variety of water sports . Bikes are available for hire.
Sightseeing tours can be arranged at the B&B at a discount for: Connemara, Cliffs of Moher, The Aran Islands and a bus tour of Galway City. All tickets can be purchased on arrival. The B&B is 40 miles / 80 Km from Shannon airport and about a 2 hour drive from Dublin airport. Taxis are available on request. The nearest bus stop is only 50 yards away.

The regular check-in times are daily from 11:00am - 5:30pm. Please make the B&B aware if you plan to arrive outside of these hours to arrange. Breakfast is served from 8am weekdays and 7.30am weekends.

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Gillian's business was awarded a TripAdvisor Certificate of Excellence in 2017 and 2019. These should be highlighted on the site.

Website Requirements:
The following deliverables are required:

1. A business case
2. A 3-4 page website to provide a solution to satisfy the business case.
3. The website should have a consistent professional user interface (UI) with appropriate layout, fonts and colour scheme.
4. Graphics and other media should be optimised for the web and used appropriately.
5. The navigation system should be clear and move the visitor seamlessly through the site.
6. Content provided should include all information related to the business case.
7. The site should be fully tested and working in all major browsers (Chrome, Firefox, etc).
8. The website should demonstrate best practice and adhere to good UI design principles, accessibility and current semantic web standards (e.g. HTML5).
9. The website must use HTML5, CSS and Javascript in an appropriate way.

Report:
Produce a report (750 words) detailing:

1. What techniques you have used to improve the accessibility of your website.
2. A Logbook detailing your weekly activities and how you resolved them.
3. A short reflection (additional 250 words) on what you have learned through the process of developing this site and what you would do differently if you had to undertake such a project again.

Submission:
For each learner's submission of this continuous assessment to be considered valid, you should demo your progress on an on-going basis to the lecturer throughout the project, i.e. as per the recommended milestones identified in the table above.
For the final milestone, you should submit a compressed folder via Moodle containing your project files. Failure to follow the above procedures will result in the assignment being returned to you unmarked.

Important note: You must write all your own HTML, CSS and JavaScript (with the exception of some jQuery libraries). The use of React or Angular for example is not permitted. Dublin Business School penalises students who engage in academic impropriety (i.e. plagiarism, collusion and/or copying). It is the learner's responsibility to ensure that the deliverables submitted can be properly viewed. Please ensure this by testing it at a second computer (i.e. a computer other than where you built the site). You must also keep a **backup** of your site.

ASSESSMENT CRITERIA	< 40	40 - 49	50 - 59	60 – 69	70+
Report 10%	Very Poor description. Unclear. Missing key parts. Poorly structured with spelling and syntax errors.	Poor description Areas covered in bullet point lacking adequate description. Some key areas missing.	Adequate description with adequate formatting. Key areas are of a reasonable standard.	Very Good report with all key areas covered.	Excellent report, formatted to a high standard. Comprehensive description of all key areas with clear analysis.
Website: 90%					
UI Design 40% (Includes Navigation, Site Structure, Page Layout, Colour Scheme, Fonts, Graphics & Multi-media)	No attempt to organise or apply design (navigation, fonts, colour, graphics etc.).	Some attempt to organise & design (navigation, fonts, colour, graphics etc.).	Fair attempt to organise material and design (navigation, fonts, colour, graphics etc.).	Good attempt to organise material and apply good design principles (navigation, fonts, colour, graphics etc.).	Excellent layout and design principles applied (navigation, fonts, colour, graphics etc.).
Compliance with web standards, good design principles and accessibility 10%	No attempt to use CSS or standards-based XHTML.	Demonstrate minimum compliance with current web and accessibility standards.	Demonstrates fair attempt at compliance with current web and accessibility standards.	Demonstrates good attempt at compliance with current web and accessibility standards in most parts of the site.	Excellent compliance with current web and accessibility standards.
Content 10%	Little or no appropriate content. Spelling errors and poor syntax and grammar.	Minimum content. Small number of grammar and punctuation errors.	Adequate content with some demonstration of interesting, appropriate content.	The site has a clearly related purpose and them with minimum vague or unrelated content.	Excellent Content. Clear. All pages have interesting and appropriate content.
JavaScript/Jquery 15%	No evidence.	Some evidence but with errors or use inappropriately.	Adequate but sometimes inappropriate.	Good, appropriate demonstration of the use of JavaScript/jQuery e.g. to validate form controls.	Excellent demonstration of use of appropriate JavaScript objects, events, to enhance and interest the reader.
Form (including Form Validation) **10%**	No evidence or very vague attempt e.g. use of table to layout.	Done but poorly designed with minimum content.	Adequate style not applied.	Very good with appropriate styles.	Excellent with a variety of controls including newer HTML5 controls, styling and layout.
Search Engine Optimization 5%	Little or no demonstration of SEO techniques	Some attempt at applying SEO techniques	Adequate demonstration	Good demonstration	Excellent Comprehensive application of best practice for SEO techniques

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General Assessment Submission Requirements for Students:

1. Online assignments must be submitted no later than the stated deadline.

2. All relevant provisions of the Assessment Regulations must be complied with.

3. Extensions to assignment submission deadlines will be not be granted, other than in exceptional circumstances. To apply for an extension please go to https://students.dbs.ie/academicoperations and download the Assignment Extension Request Form.

4. Students are required to retain a copy of each assignment submitted, and the submission receipt.

5. Assignments that exceed the word count will be penalised.

6. In the case of late submission, students will be penalised 2 marks per day late.

7. Students are required to refer to the assessment regulations in their Student Guides and on the Student Website.

8. Dublin Business School penalises students who engage in academic impropriety (i.e. plagiarism, collusion and/or copying). Please refer to the attached referencing guidelines for information on correct referencing.

What is referencing and why is it necessary?

Please follow this link to the Harvard Style Referencing Guide - all referencing is required in this format. https://issuu.com/dbslibrary/docs/harvard-referencing-guidep

The School of Arts generally use APA Referencing, information is available under DBS library guides on https://library.dbs.ie/