Marking guide

Diploma in Web & UX Design (Level 6) – Content Management System (CMS)

GPO	Marks	Learning Outcomes	Pass	Higher achievement
Understand and apply design principles and processes to produce web interfaces.	8%	*Identify cultural or sociological issues that may need to be addressed*	Cultural and/or sociological issues have been identified through research.	Research is comprehensive and leads to valuable discoveries. Resulting solutions are appropriate and add value to the user experience.
	8%	*Apply good typographic principles to a viewport display.*	Typographic hierarchy is clear, and typeface and type sizes and are appropriate.	Research and use demonstrate a strong design process for delivery of typography.
Demonstrate effective use of a production process to meet requirements of project briefs.	6%	*Implement themes and plugins effectively to meet the requirements brief*	Theme and plugins have been implemented to meet the requirements of the brief.	Complex or extensive stakeholder requirements are met. Appropriate and effective use of third party resources where necessary.
Use frameworks and libraries to produce web interfaces.	8%	*Produce a CMS custom theme*	The website includes reusable custom design and functionality.	Highly reusable. Closely follows the content management system's best practices.
	6%	*Introduce functionality or features by customising server side code*	Server-side code is used to introduce functionality or features.	Extensive use of server-side code resulting in feature-rich functionality and/or use of server-side code to implement complex use cases
Apply a wide range of current tools and technologies used in the production of web applications.	10%	*Publish a web site on a remote server*	Website is published on a remote server with no redundant files and is free of server-side or client-side errors.	Server-side code of published site is extensive and error free. Published client-side code is extensive and error free. Exceptional use of hosting service features and/or remote server configuration
Apply problem solving skills to a range of complex challenges within a web environment.	10%	*Ensure the site is functional in all major browsers, viewports and operating systems*	Compatibility testing is conducted across major browsers, viewports and operating systems where applicable then analysed, documented and implemented in the final design.	Methodical, detail-oriented compatibility testing techniques applied and well documented. End product is fully compatible.
Quality assure own solution and web design and production work, and evaluate the work of others.	10%	*Conduct user testing*	Usability testing is conducted, analysed and documented, and discoveries are evidenced in the final design	Methodical, details-oriented and unbiased usability testing techniques. Well documented. Resulting design is fit-for-purpose
	8%	*Conduct acceptance testing*	Usability testing is conducted, analysed and documented for use in the next design iteration	Deliverables meet all agreed requirements before acceptance testing begins. Methodical, details-oriented and unbiased acceptance testing techniques. Well documented. Website administrators are able to achieve all identified administrative use cases without error.
Apply professional and business practices in a web design and production environment.	10%	*Modify a contract to suit a specific set of business requirements*	Business agreement is produced to suit business requirements and includes the offer, considerations, mutual intent, and acceptance.	Business agreement is detailed, easily understandable, appropriate, correct and complete. Obligations of both parties and services to perform are clearly listed. Includes payment details, termination clause, timeline with milestones, and establishment of ownership.

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	10%	*Communicate effectively with clients*	Communication with client is engaging, appropriate and well-informed	Communication with client is highly engaging, very appropriate and highly informed
	6%	*Maintain an online web portfolio*	Online portfolio links to student's web projects and open source code repository	Content of portfolio is extensive and/or exemplary. Custom portfolio site design and functionality follows all Yoobee best practices

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