


North West Regional College
School of Science, Technology & Creative Industries
Foundation Degree Science - Software Development
Assignment Cover Sheet

Module Code:	COM040
Module Name:	Interactive Web Design
Assignment No:	1 (30% of coursework)
Assignment Title:	Website Design & Development
Lecturer(s):	Sharon Chambers
Moderator:	Jade Lyons 
Moderation Date:	Monday 17 September 2018
Release Date:	Monday 8 October 2018
Submission Date:	W/B Monday 12 November 2018

Learning Outcomes Covered by Assignment	<ul style="list-style-type: none"> Consider and apply alternative design methods for a given application Design interactive web pages Design and build web sites
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Definition of Plagiarism:	<p>Plagiarism is the act of taking or copying someone else's work, including another student's, and presenting it as if it were one's own. Plagiarism is said to occur when ideas, texts, theories, data created artistic artifacts or other material are presented without acknowledgement so that the person considering the work is given the impression that what they have before them is the student's own work when it is not. Plagiarism also occurs when a student's own work is re-presented without being properly referenced. Plagiarism is a form of cheating and is a disciplinary offence.</p>
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Student Declaration:	<p>I declare that this is my own work and that any material I have referred to has been accurately and consistently referenced. I have read and understand the definition of plagiarism given above. If it is shown that material has been plagiarised, or I have otherwise attempted to obtain an unfair advantage for myself or others, I understand that I may face sanctions. A mark of zero may be awarded and the reason for that mark will be recorded on my file.</p>		
Student Name:			
Student Signature:			
Date Submitted:			
Mark:			
Assessor:		Date:	

For Internal Moderation Purposes Only	Sampling Date	Moderator	Signature

ASSIGNMENT 1

You have been contracted by a small local business to design and develop a responsive web site that will meet their requirements. The business requires a site that will provide them with a basic web presence that will adequately promote their organisation. The site should work and display appropriately on various devices.

You may choose a business that actually exists or you may use a fictitious one. Please bear in mind, that if you choose an existing business, you should have permission to develop a web site for that business. You should also have access to someone in the business who can be used as a source of information and direction.

1. As part of your pre-design work, you should provide evidence of research into several similar web sites, highlighting the features that you feel would be beneficial in your own site and explaining why.
2. Document a proposal that will define, in detail, the purpose, target audience and client requirements for the site. This documentation should include evidence of planning through sitemaps and storyboarding, outlining the structure and content of the site, clearly indicating how client requirements are to be met.
3. Implement the agreed specification using appropriate development tools, with Visual Studio as the main development environment.
4. Using an appropriate framework, ensure that your website is responsive. You should further enhance the web pages, where possible, using graphical and multimedia elements. You should also consider search engine optimisation.
5. Provide evidence of functional testing, in two different web browsers. This testing should be documented using standard testing methods, providing evidence of any changes made.

6. You must present your website to the class group, demonstrating its functionality and responsiveness, offering justifications for the choices made during development and recommending possible future improvements.

Mark Scheme

Assessment Area	Needs Improvement	Satisfactory	Excellent	Marks
Research	Limited number of sites identified and basic comments provided. [0 - 3]	A good range of sites identified giving some thought to the use/benefit of some key features. [4 - 7]	A good range of highly relevant sites identified giving excellent consideration to the use/benefit of features and how these could be implemented in the new site. [8 - 10]	10
Project Proposal	Limited outline of the project proposal. [0-1]	A good outline of the project proposal, making a good attempt to identify the target audience and client requirements. [2-3]	A detailed outline of the project proposal, clearly and accurately identifying the target audience and fully explaining the client requirements. [4-5]	5
Sitemap & Storyboard	Sitemap and outline page designs provided. [0 - 3]	A good sitemap, and well thought out, clear page layouts, with design notes. [4 - 7]	Fully accurate sitemap and well thought out, clear page layouts, with very detailed design notes, clearly indicating how the client requirements will be met. [8 - 10]	10
Implementation of site structure	Limited attempt to implement the site in accordance with the design. [0-1]	A good attempt to implement the site in accordance with the design. [2-3]	A very good attempt to implement the site in accordance with the design. [4-5]	5

Aesthetics	The site appearance is somewhat suited to its purpose, with limited consideration given to layout and colour scheme. [0 - 3]	The site appearance is suited to its purpose, utilising an appropriate layout and colour scheme, with most elements appropriately positioned. [4 - 7]	The site appearance is highly suited to its purpose, utilising a consistent layout and professional colour scheme, with all elements appropriately positioned. [8 - 10]	10
Use of CSS	Limited attempt to use styles appropriately in the site. [0-5]	Effective use of external style sheets, with some attempt to use internal and inline styles appropriately. [6-10]	Highly effective use of external style sheets used, with internal and inline styles used to enhance the aesthetics. [11-15]	15
Use of multimedia / graphical elements & functionality	Limited use of multimedia and graphical elements. [0-5]	Effective use of multimedia and graphical elements that enhance the functionality of the site. [6-10]	Highly effective use of multimedia and graphical elements that enhance the functionality of the site and are highly suited to user requirements. [11-15]	15
SEO	Limited use of SEO tools. [0-1]	Effective use of a range of SEO tools. [2-3]	Highly effective use of SEO tools. [4-5]	5
Responsiveness	Some use of responsive elements. [0-1]	The majority of elements in the site are responsive. [2-3]	The site is fully responsive. [4-5]	5

Testing	Limited testing of functionality in 2 different web browsers. [0-5]	All pages have been tested for functionality, in 2 different web browsers, with some evidence of corrections implemented, as necessary. [6-10]	Comprehensive testing of the functionality of all pages, in 2 different web browsers, with detailed evidence of corrections implemented, as necessary. [11-15]	15
Presentation	Limited reflection of the choices made during development and some attempt to identify weaknesses in the site. [0-1]	Meaningful reflection of the choices made during development, with some attempt to identify weaknesses, offering some recommendations for improvement. [2-3]	Meaningful reflection of the choices made during development, with accurate identification of weaknesses, and sensible recommendations for improvement offered. [4-5]	5

Marks Awarded

	Mark Available	Mark Awarded	Comments
Documentation			
Research	10		
Project Proposal	5		
Sitemap & Storyboard	10		
Development			
Implementation of site structure	5		
Aesthetics	10		
Use of CSS	15		
Use of multimedia / graphical elements & functionality	15		
SEO	5		
Responsiveness	5		
Testing & Presenting			
Testing	15		
Presentation	5		
Total Marks	100		