Horizons third year Marking scheme for Website

The website is an individual project – some aspects may be shared between members of the same group such as images of products or members of the team. The website is worth **10%**  of your overall final grade.

The website should include the following sections with the 100 marks divided as follows:

1. *About Us* – you should include background information on how your product was inspired. Describe why you decided to develop your product. You should not use this section to describe the details of your product. **25 mark (5 functionality, 20 content)**
2. *Our product/project/service* – this is where you actually describe the details of your product. You can use renderings to show the actual product, figures of how it functions or the product in use. You can include technical information here, but the amount of detail should be adjusted to the target market – i.e. scientific products will have much more technical info than consumer products. **25 marks (10 functionality, 15 content)**
3. *Contact us* – this does not need to be real contact information. This should have all of the details for all forms of contact for your team including social media (you do not have to include functional links). **10 marks (10 functionality)**
4. *Our team* – include information of your team. This should describe the skills, experience and role of each team member. You are not required have to use actual names or photos. **10 marks (5 functionality, 5 content)**
5. *Additional Information*. (total of **30 mark – 5 functionality, 20 content**)
   1. The tools used for website design and why they were selected
   2. A description of the steps taken to register and setup the domain name for the website
   3. A section titled “*websites*” that describes:
      1. In your opinion what makes a good website
      2. A description of accessibility and the considerations you have made for it
      3. A description of GDPR and the considerations you have made (or should make) for privacy on your website
      4. The marketing steps you would take to drive people to your website
      5. Future steps you would take if given additional time. This should include steps required to expand and e-commerce.