



**ASIA PACIFIC UNIVERSITY OF TECHNOLOGY AND INNOVATION  
WEB DESIGN AND DEVELOPMENT  
INDIVIDUAL ASSIGNMENT**

**Intake** : APD1F2009MMT / APU1F2009MMT  
**Lecturer** : DANIEL MAGO VISTRO  
**Date Due** : July 9, 2021  
**Date Assigned** : April 1, 2021

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**LEARNING OUTCOMES**

On completion of the module you should be able to demonstrate the following learning outcomes:

1. Design & create a web site using client side scripting.
2. Identify the main implication of the internet and web pages on businesses.
3. Design web pages that follow HCI principles.
4. Explain the infrastructure of the internet in the support of web page deployment

**PROJECT TITLES**

Exact Web Design Solutions is a company which specializes in designing and developing web sites. You have been approached to show your skills at designing and implementing a 10 page web site for use on non-broadband connections. The topic of the site should be one of the following:

- i. A tourist site
- ii. A club site
- iii. An information/educational site
- iv. A hobby site
- v. A marketing site for a product/company

The exact topic must be agreed with the lecturer before you start.

## **REQUIREMENTS**

The usage of Web page creation tools is permitted. You have the option of developing the presentation using the following tools:

- Adobe Dreamweaver
- Microsoft Web Expression

### **Design (25%)**

Produce storyboards, flow chart and a site focus stating your objectives to the site using the principles shown in the lecture.

### **Implementation (50%)**

The website should include the following:

- Appropriate graphics, including some you have created.
- Pages compliant to at least XHTML 1.0 Transitional
- Style sheets that are compliant to at least CSS Level 1
- Proof of validation using W3C validator
- Valid and appropriate usability / accessibility for the target audience

This section will be assessed by a 15 minutes demonstration.

### **Report (25%)**

Write a report (2000 words) which includes the following:

- An introduction of your topic including a reflection on the web site that you have built stating how it has met the objectives set out.
- Produce storyboards, flow chart and a site focus stating your objectives to the site using the principles shown in the lecture. (Design)
- Justification of your style design choices and target audience
- A referenced report, including bibliography, on the future of the internet, mainly focusing on web sites and their use to business and future technology that are being developed for business use.

## **SUBMISSION**

1. Documentation must be submitted in printed copy & softcopy.
2. All other necessary files to run the website and project documentation must be submitted to Moodle or Webspaces as a zipped folder.

## **PRESENTATION**

You are required to present your website to the lecturer, and the presentation will be judged accordingly. You can use any of the presentation software, e.g. PowerPoint.

## **ASSESSMENT CRITERIA**

The assignment is weight at 100%. Individual efforts will be assessed based on the following criteria.

No	Criteria	Mark Allocated	Score	Grade
<b>Documentation (100/200)</b>				
1	Introduction	20	0	
2	Background Analysis & Requirement Gathering	20	0	0
3	Storyboard and Modeling	20	0	F-
4	Screenshots, Evaluation & Future Enhancements	20	0	
5	Conclusion, References & Documentation Standard	20	0	
<b>Implementation (80/200)</b>				
6	Web page presentation (Layout and Design), Navigation Structure & Usability	20	0	
7	Multimedia Elements & Originality	20	0	0
8	HTML & CSS	20	0	F-
9	Features using JavaScript	20	0	
<b>Presentation (10/200)</b>				
10	Presentation	20	0	F-
	<b>Total Mark:</b>	<b>200</b>	<b>0</b>	<b>F, Fail</b>
	<b>Percentage (%):</b>	<b>100</b>	<b>0</b>	

## **GRADING CRITERIA**

### **DISTINCTION: 75% - 100%**

Distinctive work will exhibit a high level of penetration and discernment in analysis and outstanding cogency and clarity in communication, design, implementation and testing of the prototype. The supporting report should be exceptionally well-substantiated in its analysis, reasoning, and conclusions within each area.

In addition, at the advanced level the student will demonstrate an exceptional ability to synthesize innovative perspectives of the topic with work from other parts of the discipline.

### **CREDIT: 65% - 74%**

A student should be able to show further evidence of knowledge, understanding and application of the module material, through analysis, design, implementation and testing of

the prototype. The supporting report should be well written and supported throughout in its analysis, reasoning and conclusions.

An advanced level will be indicated by the student's reference to and integration of material from previous programmes of study.

**PASS: 50% – 65%**

The student will show the ability to select and apply appropriate techniques for analysis, design, implementation and testing of the prototype.

There should be satisfactory evidence of knowledge, understanding and application of the module material in the supporting report. Generally, the report will be less effective in conveying meaning

**MARGINAL FAIL: 40%-49%**

There should be basic evidence of knowledge, understanding and application of the module domain shown in the application of the design, implementation and testing of the prototype. Generally, the report will be less effective in conveying meaning.

**FAIL: 0%-39%**

Work at this level will generally be of low standard where it may even fail to meet at least 50% of the basic requirements listed above. Work that is not documented adequately, lacks referencing and does not display proper program structure would fall in this category. During demonstration, the student is not able to explain briefly the work that has been done.