FIT1050 Assignment 3 - Website Development and Report

Rubrics provide guidelines for performance expectations. Actual grading may vary to reflect quality and quantity of submitted work, adherence to briefs and application of learning from unit content.

Criteria		Poor	Fair	Good	Excellent
Website customisation of template content		Approved template is used with mostly text customisation only.	Approved template is used and almost all text and image content customised.	An approved template is used and all content is customised with only minor quality or consistency issues.	And approved template is used and all content is cusotmised with a high level of consistency and attention to detail.
Website customisation of template design		Some colour and font changes attempted. No further template modification or low level of consistency.	New colour scheme and webfonts implemented. Some further template chnages implemented with notable issues.	New colour scheme and webfonts professionally implemented. Further minor modification of page layout or structure.	New colour scheme and webfonts professionally implemented. Multiple sections substantially modified with high level of consistency.
Website Information Architecture		The website has the minimum required sections. Content design does not meaningfully address user goals.	The website has a logical organisation of useful content, but minimal labelling and navigation considerations.	The website has useful content that is organised and labelled well to address user needs.	Highly effective homepage provides easy access to several user goals. Labelling to directs users to important goals.
Website Visual Design		There are several areas where visual design principles are incorrectly applied, impacting the usability of the website.	Visual design principles are applied well in most areas to present tidy content with some unique visual styling.	Visual design principles applied comprehensively resulting in an appealing and highly usable website.	Design principles applied comprehensively, high level of usability. Appealing design suits the target audience.
Website JavaScript Interactivity		New JavaScript functionality functions with errors, or the feature lacks user interaction.	Simple JavaScript interaction provides minimal benefit to users.	JavaScript interaction is implemented without error and provides general benefit to users.	Complex JavaScript interaction implemented without error, supporting an important user goal.
Website Optimisation		The website files are disorganised and include unnecessary files and unoptimised images.	The website files are organised but may have a few unnecessary files. Images could be optimised further.	The website files are organised, unnecessary files removed. Correct formats for all images, but some file sizes could be optimised further.	The website are organised, unnecessary files removed. All image formats are appropriate and dimnesions are optimised.
Website HTML Validation		The HTML lacks a doctype declaration.	The HTML has significant validation errors.	The HTML only has a few minor validation errors.	The HTML has no validation errors.
Website Hosting		A URL is provided but the website cannot be loaded using it.	A URL is provided, but several resources don't load, significantly impacting functionality.	A URL is provided, but some resources don't load. Some minor impact on content or design.	A URL is provided, and the entire website loads correctly.
Report Introduction		Report introduction is vague, lacking specific goals or identification of specific audience attributes.	Report introduction provides an overview of the topic, but describes audience vaguely based on the product/service.	Report introduction provides clear overview of topic and purpose. Target audience is defined broadly.	Report introduction provides clear overview of topic and purpose. Audience is defined with specific attributes.
Report Decisions	**Information Architecture**	Decisions are mostly superficial desciptions of features, mostly lacking theory-based reasoning for the implementation.	Several minor decisions described in each category instead of most important decisions. Relevant theory from the unit is mentioned in a general way.	A specific important decision is described in each category. Reasoning is practical with and mostly correct application of theory from the unit.	A specific important decision is described in each category. Reasoning demonstrates strong understanding of theory from the unit.
	Visual Design Style				
	Image Optimisation				
	Accessibility				
	JavaScript Interaction				
Report Visual Aids		Only a few decisions are supported with visuals.	Screenshots of original and redesigned website are used to support descriptions.	Screenshots of original website and redesign are present, as well as some researched examples.	Screenshots of original website, redesign and researched examples support most decisions.
Report References		Many research or website resource references appear to be missing.	Research references are complete. Some website resources not referenced or vague.	References appear complete, but some images lack appropriate licences.	References present for all research and website resources. All images correctly licenced.
Report Structure and Formatting		Poor organisation and formatting. Frequent notable errors in written content.	Generally tidy formatting, structure could be clearer. Minor notable issues in writing.	Clear format and structure, could be slightly more consistent. Minor issues in writing.	Highly consistent formatting annd heading structure. No notable issues with writing.