

Rubric - Coursework 1.1 A single bundled team assignment submission

1. Identification of purpose of web site to the appropriate stakeholders with relevant and appropriate content for the web site.

- No evidence of discussion of purpose of web site. (0 pts)
- Purpose of the web site is mentioned. (1 pts)
- Perceptive discussion of purpose of web site. (2 pts)

2. Analysis of 5 theme park web sites.

- No evidence of analysis, or fewer than 5 theme park web sites considered. (0 pts)
- Evidence and analysis of 5 theme park web sites is provided. (1 pts)
- Analysis of 5 theme park web sites is perceptive and informs design decisions. (2 pts)

3. Identification of appropriate content for the web site.

- No evidence provided, or discussion doesn't affect final product. (0 pts)
- Some discussion of content, and the site reflects the discussion. (1 pts)
- Discussion is perceptive and improves final product. (2 pts)

4. Identification of appropriate structure for the web site pages.

- No evidence, or discussion ignored in implementation. (0 pts)
- Structure is discussed, and this is reflected in implementation. (1 pts)
- Clear discussion, results in improved final product. (2 pts)

5. Design of the wireframes as a clear model for the web site

- No wireframes provided or wireframes not in suitable format. (0 pts)
- Wireframes are either too vague or are clearly drawn from the finished pages (too specific). (1 pts)
- Wireframes show appropriate level of planning and detail. Where designs have been changed, this is made clear. (2 pts)

6. Appropriate use of semantic tags

- No semantic tags used, or tags appear, but are misused. (0 pts)
- Semantic tags are used, tags are always appropriate. (1 pts)
- Comprehensive use of semantic tags. All (or almost all) significant semantic spaces in the pages are defined semantically. All (or almost all) content is contained in a block whose purpose is identifiable. (2 pts)

*7. Rich and **appropriate** selection of HTML elements*

- Few different tags used, with missed opportunities to use more specific tags. May have misuse of tags (e.g. tables may be used for layout, or deprecated formatting elements like <center>). (0 pts)
- Good range of different elements used appropriately. (1 pts)

- Extensive and appropriate use of a wide range of different elements. This should include media elements as well as text structuring elements. This use makes styling the site cleaner and easier. (2 pts)

8. Rich commenting of HTML

- No comments, or some comments, but they are very sparse or unhelpful. (0 pts)
- Some comments are present, but they document HTML not the site (e.g. `<!-- h1 here is a title -->`) (0.5 pts)
- Some good comments, but not enough for a newcomer to easily see what's going on. (1 pts)
- Enough comments that a competent newcomer can easily understand the page structures and navigate around the code. (2 pts)

9. Accessible HTML, particularly in the use of media tags.

- No evidence of consideration of accessibility. (0 pts)
- Some accessibility. At least one image has an alt attribute. (0.5 pts)
- Generally good practice, but some improvement possible. (1 pts)
- All images have helpful alt text, other media have description as appropriate. Colour contrast and text size has been considered. Content would be accessible to a screen reader. (2 pts)

10. Tidy directory structure and clear file naming.

- All files in the same directory, directory structure confusing, or file naming confusing. (0 pts)
- Subdirectories for media or CSS files but not both. Or directory structure good, but file naming confusing. (1 pts)
- Subdirectories cleanly separate file type, file names would be clear to a competent newcomer. (2 pts)

11. Use of external stylesheets.

- No use of stylesheets but only use inline style instructions. (0 pts)
- Only internal stylesheets used, or one external sheet per page. (0.5 pts)
- External stylesheet used, customising aspects of the site's look and feel. (1 pts)
- All styling comes from external stylesheets. CSS with targeted customisation, allowing site-wide settings, but also class and semantic-tag based rules. (2 pts)

12. Thoughtful and appropriate styling of text.

- Browser default text styles used predominately throughout the site with little text specified text styling. (0 pts)
- Text styled with CSS instructions. (1 pts)
- Thoughtful use of text styling. Consideration given to different roles of text on pages. Function of text (e.g. anchors) remains clear. (2 pts)

13. Imaginative and appropriate use of Font Families.

- Use of default fonts for HTML structures with no addition font specification. (0 pts)
- Font families are specified. (1 pts)
- Excellent font selection shows thought about role of fonts. All fonts have suitable fallbacks, especially where external fonts are loaded. (2 pts)

14. Thoughtful and appropriate use of colour.

- No colour rules apply. (0 pts)
- Colour is applied, but little clarity about why. (0.5 pts)
- Varied use of colour. Some structural considerations and awareness of combinations. (1 pts)
- Thorough and thoughtful use of colour. Reflects audience identified in planning discussions. Reflects page structures and imagery. (2 pts)

15. Colour specification (going beyond colour naming)

- Use of colour definition limited to colour names if present. (0 pts)
- Specification of colour by component values. (1 pts)
- Colour specification by component values. More sophisticated aspects such as opacity used. (2 pts)

16. Structural use of Box Modelling

- No use of the Box Model. (0 pts)
- Box model used for basic layout (1 pts)
- Box model layout used to position semantic structures sensitively within the web site. (2 pts)

17. Thoughtful and appropriate use of co-ordinates (including Z-index)

- No evidence of positional instructions being used to layout the HTML elements of the web site. (0 pts)
- Use of X & Y positional instructions. Choice of absolute/relative, and units is appropriate. (1.5 pts)
- Use of X & Y positional instructions. Choice of absolute/relative, and units is appropriate. Z index also used or other measures taken to handle overlaps and clashes. (2 pts)

18. Advanced layout (Grids, Columns, Flex) is used

- No use of grids, columns, or flex, or these are used but don't work. (0 pts)
- Advanced layout is used. (1 pts)
- Advanced layout is used, with evidence of design that goes beyond table-like appearance, to give a richer, more fluid appearance. (2 pts)

19. Media elements styled using CSS.

- No evidence of the use of CSS media styling instructions. (0 pts)
- Media is styled with CSS – setting image size, for example. (1 pts)
- Thoughtful use of CSS media styling instructions without affecting the performance of the web site. This category is interpreted broadly. (2 pts)

20. Animation enhances the website

- No use of CSS animation. (0 pts)
- CSS animation is used. (1 pts)
- CSS animation is used to enhance the communication of information in the web site. This use reflects the audience identified in planning. (2 pts)

Does the website at the URL look identical to the website submitted in the zip file?

- No (0 pts)
- Yes (1 pts)