University of **Southampton**

INDIVIDUAL COURSEWORK BRIEF:

Module Code:	MANG6531	Assessment:	Individual Coursework - Assignment	Weighting:	30%
Module Title:	Managing Digital Design and Web Development				
Module Leader:	Mahmudul Hasan				
Submission Due Date: @ 16:00	08 MAY 2025		**Word Count:**		1000
Method of Submission:	Electronic via e-Assignment **ONLY** (You are not required to submit a hard copy) (Please ensure that your name does not appear on any part of your work)				

Any work submitted after 16:00 on the deadline date will be subject to the standard University late penalties (see below), unless an extension has been granted, in writing by the Senior Tutor, in advance of the deadline.

Days Late:	Mark:
1	(final agreed mark) * 0.9
2	(final agreed mark) * 0.8
3	(final agreed mark) * 0.7
4	(final agreed mark) * 0.6
5	(final agreed mark) * 0.5
More than 5	**0**

This assessment relates to the following module learning outcomes:

A. Knowledge and Understanding	A1. Be able to identify and have a basic understanding of practices and challenges involved in managing digital design and web development; A2. Have gained an appreciation of the technologies required to develop and operate websites and other web or mobile applications.
B. Subject Specific Intellectual and Research Skills	B2. Have an appreciation of complexity in real-world systems; B3. Be able to apply basic digital design and/or coding skills.
C. Transferable and Generic Skills	C3. Programming skills

Coursework Brief:

Activity

Your task is to develop one or more **scripted web pages** that are meant to be part of a web application for an eco-friendly travel company dedicated to promoting sustainable tourism through adventure packages that explore breathtaking natural locations. The company offers three carefully designed packages tailored to different experience levels and durations: **Diamond, Silver and Gold**. The **Diamond**, a 4-day adventure priced at £1,200 per adult; the **Silver**, a 7-day journey for £2,500 per adult; and the **Gold**, a premium 10- day experience for £4,500 per adult. Families benefit from a **30% discount** for children on all packages, making these trips more affordable. Additionally, a **15% VAT** is applied to the total cost.

At the moment, the business does not have a name, logo, and brand colours so it is your job to decide on these. Your web page(s) should be appealing, easy to use, and provide a package quote calculator. Specifically, your solution should contain:

- HTML pages – the **Home Page** will introduce the brand with captivating visuals of nature and adventure activities, accompanied by a brief description of the company's ethos of eco-tourism. The **Packages Page** will provide detailed information about each adventure package, including its duration, cost, and the unique experiences it offers, helping users make informed decisions. The **Booking Page** will feature an interactive quote calculator that allows users to select their preferred package, specify the number of adults and children, and view the total cost dynamically. This includes applying the appropriate child discounts and VAT. A **Contact Page** will offer a simple form to collect user details, including full name, email, phone number, and message, with a dummy "Send" button for demonstration purposes.

- Functionality/scripting – The website will feature dynamic functionality supported by a script that fetches package details from a MySQL database (the database specification will be provided in a separate file). This script will calculate the total cost based on the number of adults and children, applying the **30% discount** for children and adding the **15% VAT**. For example, if a family of two adults and one child selects the **Silver** package, the script will calculate the total cost by multiplying the cost per adult by the number of adults, applying the child discount, and then calculating the VAT. The result will be displayed on the booking page, providing clear and transparent pricing.

- Styling (usability and visual aesthetics) – a user-friendly and visually appealing styling that are suitable for and well applied to the problem setting, and with appropriate positioning of all elements. The layout will feature clear navigation, modern typography for readability, and high-quality images that capture the essence of eco-tourism.

Importantly, to avoid any possible confusion, every page you include in your solution must clearly include the following disclaimer: "*Note that this is a fictitious website that was developed by a student as part of a programming assignment. None of the content on this page is meant to be genuine nor should it be taken as such*". Also, please do not make any attempt to submit your pages to a search index or to provide any external link to them.

To develop your solution, you will need to use HTML, JavaScript, and PHP server-side scripting. Use of CSS for styling is strongly encouraged; some may wish to use Bootstrap for this purpose. Importantly, your server-side script(s) must be designed to run under the existing Web server configuration used to host your personal web file store (**https://student-lamp.soton.ac.uk/~your_username/**)[1]. Solutions that require different PHP versions, customised server configurations, etc. will attract low marks; you may wish to verify compatibility at the beginning stages of your work.

Furthermore, you are asked to produce a written report **(max. 1,000 words)** which discusses and justifies your main design decisions (e.g. usability considerations taken into account, visual aesthetics, choice of framework/starting template, etc.). This report should also reference any sources of information or of existing code you used, and how you applied or further customised these. It should demonstrate how you reflected on the most relevant elements of your solution; you are encouraged to justify certain choices based on further research/reading.

Database specifications

The database specification will be provided in due course. Necessary rights will be granted to access the database and select records from the required tables.

Important note on Academic Responsibility and Conduct
This is an individual assignment so your markup code and scripts must be your own work: you are not allowed to copy from other students.

You are of course encouraged to look for useful information sources to support your design choices and reference them in your code. Also, you are allowed to make use of existing templates or frameworks and development environments to speed up development, or you may look for scripting code examples on the Web, in books, etc., and adapt and incorporate individual chunks of scripting code provided you acknowledge their use and the sources in code comments.

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[1] See module's handbook for more details on activities.

Submission
First, you must electronically submit your **final web application and written report** as a zip file bearing your student ID (e.g., 26123456.zip) via **eAssignment** (https://www.assignments.soton.ac.uk). Secondly, upload a copy of your final web application in your personal webstore store (https://student-lamp.soton.ac.uk/ ~your_username/) in a folder bearing your student ID including all your scripted web pages or program files (i.e., all HTML, PHP, CSS or other files required to run your application).

Assessment
Marking criteria relate to the submitted web application and we will evaluate the submitted page(s), functionality/scripting and usability and visual aesthetics. Please carefully examine the grade descriptor document (provided separately) for more details and respective weights for each of the marking criteria.

This assignment accounts for 30% of your overall module mark.

Nature of Assessment: This is a SUMMATIVE ASSESSMENT. See 'Weighting' section above for the percentage that this assignment counts towards your final module mark.

Submission Deadline: Please note that the submission deadline for Southampton Business School is 16.00 for ALL assessments.

e-Assignment Submission: The assignment MUST be submitted electronically via e-Assignment, which is accessed via the individual module on Blackboard. Further guidance on submitting assignments is available on the e-Assignment support pages.

It is important that you allow enough time prior to the submission deadline to ensure your submission is processed on time as **all** late submissions are subject to a late penalty. We would recommend you allow 30 minutes to upload your work and check the submission has been processed and is correct. Please make sure you submit to the correct assignment link.

Email submission receipts are not currently supported with Turnitin Feedback Studio LTI integrations, however following a submission, students are presented with a banner within their assignment dashboard that provides a link to download a submission receipt. You can also access your assignment dashboard at any time to download a copy of the submission receipt using the receipt icon. It is vital that you make a note of your **Submission ID (Digital Receipt Number).** This is a unique receipt number for your submission, and is proof of successful submission. You may be required to provide this number at a later date. We recommend that you take a screenshot of this page, or note the number down on a piece of paper.

The last submission prior to the deadline will be treated as the final submission and will be the copy that is assessed by the marker.
It is your responsibility to ensure that the version received by the deadline is the final version, resubmissions after the deadline will not be accepted in any circumstances.

Important: If you have any problems during the submission process you should contact ServiceLine immediately by email at Serviceline@soton.ac.uk or by phone on +44 (0)23 8059 5656.

Late Penalties: Further information on penalties for work submitted after the deadline can be found here

Special Considerations: If you believe that illness or other circumstances have adversely affected your academic performance, information regarding the regulations governing Special Considerations can be accessed via the Governance and Policies landing pages: Regulations Governing Special Considerations (including Deadline Extension Requests) for all Taught Programmes and Taught Assessed Components of Research Degrees 2024-25 | University of Southampton

Extension Requests: : Extension requests along with supporting evidence should be submitted to the Student Office as soon as possible before the submission date. Information regarding the regulations governing extension requests can be accessed via the Governance and Policies landing pages: Regulations Governing Special Considerations (including Deadline Extension Requests) for all Taught Programmes and Taught Assessed Components of Research Degrees 2024-25 | University of Southampton

Academic Conduct & Responsibility: Please note that you can access Academic Conduct & Responsibility Guidance for Students via the Quality Handbook:
http://www.southampton.ac.uk/quality/assessment/academic_integrity.page?. Please note any suspected cases of Academic Responsibility Conduct will be notified to the Academic Conduct Officer for investigation.

In 2023/24, the most common reasons for a breach of the regulations governing Academic Responsibility Conduct on your programme were:

Breach	How to avoid
Plagiarism – *using the work, words, or ideas of another without proper acknowledgement. This includes citing work that you haven't read.*	- Always cite your sources. - Only cite what you have read and used. - "Direct quotes must be in quotation marks" with a page number if applicable. - If you read about the work of another in a source, say 'cited in' and cite where you read it (see here for more info).
Collusion – *Collaborating with others in an unauthorized way to produce academic work meant to be done independently.*	- Unless permitted in a group assignment, don't work with/alongside others. - Don't share your work with others. - Ensure you are clear on where the line is. If in doubt, don't do it.
External authorship – *Obtaining or attempting to obtain unauthorized input from another person or service for academic work, e.g GenAI*	- Ensure you are clear on if you are permitted to use GenAI. - Ensure your work is always your own. - Never send your work to others or upload it to a website. - Keep records of your work including notes, drafts, and reading.

Penalties for the above include mark reduction, resubmitting for a capped mark, or a '0' for the module.

If you are in any doubt, please ask.
Further learning and advice can be found in the Academic Conduct & Responsibility Toolkit, and the Library Website.

Feedback: Southampton Business School is committed to providing feedback within 4 weeks (University working days). Once the marks are released and you have received your feedback, you can meet with your Module Leader / Module Lecturer / Personal Academic Tutor to discuss the feedback within 4 weeks from the release of marks date. Any additional arrangements for feedback are listed in the Module Profile.

Student Support: Study skills and language support for Southampton Business School students is available at: http://www.sbsaob.soton.ac.uk/study-skills-and-language-support/.