

Web Design Client Side Scripting Project (60%)

The assignment is worth 60% of your overall Mark.

Please note: You must attend the online final presentation of your project to be marked.

Project Details

You are required to develop a website for a Business. The Business can be of your choice.

Overview:

- This assignment is project-based and each project group will have 2-3 participants.
- Each group will also complete a **project report**
 - Executive summary
 - Why did you decide on this idea, what problem are you solving, what is the market size etc?
 - How did your team split the project work?
 - Show work packages with milestones and deliverables
 - Who is your primary persona?
 - Document three interviews you did with members of another group.
 - How was your site designed?
 - Show wireframes for each web page and reference at least one design pattern per wireframe
- Your main page should be called index.html

The website itself should contain:

- A **minimum of 4 pages of HTML5**
- Styles controlled by at least one external **CSS** file (Each member of the group to generate their own Style sheet to apply to a common page)
- Clearly defined, consistent, navigation system and form.
- Form entry should be demonstrated and validated. (External JS with some JQuery)
- Images and content can be manipulated using Javascript + JQuery
- Bootstrap can be used

The site should:-

Site should be deployed
Report shows evidence of testing
Web site Optimisation
Search Engine Optimisation
A variety of tools used

To be handed up

Your **report** should be zipped into a folder along with your **website code** and uploaded to Moodle on/before the due deadline. The name of this folder uploaded should include all group member names. Projects submitted after the deadline will incur penalties.

Deliverables:

Presentation Project Submission	Date TBD
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Part 3 – Marking Scheme

This project will be graded as follows:

	70+	63-69	55-62	40-54	0-39
Quality of Markup Validation	No console Errors. Externalized Scripts (CSS +other)	No console errors. Externalised CSS.	Some console errors. Internal CSS and JS.	Some console errors. Internal CSS.	Some console errors. Minimal inline CSS.
Client Interaction	Excellent interviews and persona correlation, wireframes implement professional design patterns with real-world examples cited.	Good interviews, Good Persona, showing correlation to interviews, wireframes have meaningful design patterns	Adequate interviews. Basic requirements gathered. Adequate Persona and wireframes	Poorly documented interviews, Inadequate persona and wireframes	No evidence of interviews, no persona, few requirements gathered. No wireframes.
Functionality	Professional navigation and branding, professional form layout with above-standard JS validation.	Professional navigation and branding, standard JS	Adherence to web navigation conventions, standard JS form validation	Basic navigation, little form validation	Few pages submitted, inconsistent navigation, no functionality.
Interface Quality	Professional in appearance and layout. Evidence of implementation of substantial design patterns.	Almost professional in appearance. Evidence of implementation of at least two substantial design patterns.	Adequate appearance. Evidence of implementation of at least one substantial design patterns.	Appearance is not polished. No evidence of pattern implementation.	Substandard appearance, little use of fonts, color or graphics
Complexity	Excellent use of scripting and other advanced technical skills demonstrated	Some evidence of advanced use of scripting	Scripts based entirely on in class examples but some JQuery	Little use of CSS/JavaScript	No CSS/JavaScript
Deployment	Full deployment		Deployed to server	Deployed locally	Not deployed
Jquery Usage	Excellent use of scripting and other advanced technical skills demonstrated	Some evidence of advanced use of scripting JQuery	Simple examples based on class tutorials	Little JQuery	No JQuery use
Website Optimisation	Excellent use of optimisation and other advanced technical skills demonstrated	Some evidence of own optimisation	Simple optimisation based on class tutorials	Little Optimisation	Not optimised
Search Engine Optimisation	Excellent use of optimisation and other advanced technical skills demonstrated	Some evidence of own optimisation	Simple optimisation based on class tutorials	Little Optimisation	Not optimised
Use of Tools	Excellent use of tools and other advanced technical skills demonstrated	Some evidence of tool usage outside class examples	Use of tools based on class tutorials	Some tools used	No tools used
Testing	Excellent use of testing and automated testing tools and other advanced technical skills demonstrated	Some evidence of own testing	Simple testing based on class tutorials	Little testing	No testing