



Assessment Brief

Module title:	Introduction to Web Authoring
Module code:	COM4014
Assignment title:	Website Project
Assignment format:	Report and Website
Word/time limit:	3000 equivalent
File type	Task 1& 3: docx or Pdf, Task 2: HTML and CSS
Percentage of final grade	This assignment is worth 100% of your final grade for this module.
Submission deadline	See module iLearn page for date of submission
Grade release	You will normally receive your provisional grade and feedback within 20 working days of the submission deadline

Useful terms:

Learning outcomes (LOs)	The skills and knowledge that you should be able to show in your work.
Rubric	A set of rules or guidelines used to grade or assess work.

Task summary:

This assessment contains 3 different tasks:

- Task 1: Create a web specification document.
- Task 2: Develop a functional website using only HTML/CSS
- Task 3: Complete website tests and evaluation

Each task has its own mark weighting and submission format that **must** be adhered to.

Assignment instructions:

Your assignment should include: a title page containing your student number, the module name, the submission deadline and the exact word count of your submitted document; the appendices if relevant; and a reference list in AU Harvard system(s). You should address all the elements of the assignment task listed below. Please note that tutors will use the assessment criteria set out below in assessing your work.

You must not include your name in your submission because Arden University operates anonymous marking, which means that markers should not be aware of the identity of the student. However, please do not forget to include your STU number

Ensure that the specification document is saved in the following file name/format:

[yourstudentnumber]_specification.docx /pdf
e.g. STU96645_specification.docx/pdf

Assignment Scenario:

You are working as a junior developer at Tech Brains Ltd. You are part of a team of junior developers that have recently joined the organisation. Tech Brains provide services to a range of clients in the UK and abroad.

Task 1

The company has been approached by an organisation who would like to create a website for visitors. This website will focus on travel and tourism to various destinations across the world.

You have been asked to pitch an idea **for this site** by producing a **website specification** for any tourist destination. The destination, content and features of this website are up to you.

The specification should include the following sections:

- Website Objective/Goals
- Key audience(s)
- Provisional site structure (to contain at least 5 content pages and a form)
- Functional specification
- Website Comparison: Review 3 other websites to compare their design, usability and accessibility features. Also include URL (web address) for each website.

Please Note:

- You are expected to follow the website theme provided here for the website which is travel and tourism. Failure to do so will attract a zero (0) mark for this task.
- Submission of this task in the wrong file format other than docx/pdf will attract an automatic zero (0).

**(600 words)
(20 marks) (LOs: 1, 2, 3)**

Task 2

Having proposed an idea for a website, you have been asked to create your proposal.

Requirements

The site should:

- Contain at least 5 pages of content (text, images etc)
- Contain a form that collects input (e.g. feedback form, query form)
- Use HTML and CSS to structure and format the pages
- Be hosted live online using Arden's web hosting platform

Limitations

1. You should **NOT** use a framework or set of existing templates to create this site. The task is to assess your ability to create these pages from scratch using only HTML and CSS. Use of JavaScript is not required and will not be assessed so either avoid using Javascript completely or keep this to a minimum if included
2. You are allowed to use royalty free images from sites such as Shutterstock or A.I generated images. However, please include this in your reference.
3. Your website must be consistent with the idea or theme provided in Task 1 otherwise will be marked as a zero for this task.

If academic or technical resources are included in your site or report, please ensure that sources are well referenced using AU Harvard referencing format. References can be included in the last page of Task 1 or Task 3. Sources of images for your website can be included directly on your website.

You will be assessed on your ability to create pages that effectively use HTML and CSS to present your content and demonstrate your understanding of how websites are designed and implemented.

You MUST use the Arden web hosting platform to host your website, as explained on iLearn and in the workshops, otherwise a 0 mark will be given. You do not need to submit a folder containing your website on Turnitin.

**(Equivalent to 1800 words)
(60 marks)
(LOs: 2, 3, 4)**

Task 3

Provide evidence that you have evaluated your website in terms of usability and accessibility.

Requirements

- Include evidence that you have considered how your site will look across 3 different browsers and 3 screen layouts (e.g Tablets, Smart phones, PC monitor etc).
- You will also need to check that your site validates correctly in terms of HTML and CSS and the extent to which your site content is readable.
- You should document any changes that you have made as a result of testing e.g., before and after reports of your HTML validation (Please include screenshots).
- Produce a report or single web page which presents this evidence, in the form of text and relevant screenshots.
- Create this evidence as either a single HTML page or a report format (docx or PDF) or presentation format (pptx) with the following file name:

[yourstudentnumber]_testing.html/docx/pdf. e.g., STU96645_testing.html or STU96645_testing.docx etc.

Please Note:

- Failure to submit this task in the above format will attract a zero (0) mark for this task.
- **Please ensure you follow the submission guide as detailed in the Submission Guidance section.**

**(equivalent to 600 words)
(20 marks)
(LOs: 1)**

End of questions

Essential assignment resources

A complete assessment guidance presentation (Text and Video included) is available on the assessment page of this module on iLearn. It provides specific instructions on how to successfully complete this assessment.

Learning outcomes (LO)

By completing this assessment, you will have shown and be assessed on **all** four of the learning outcomes:

1. Identify design, usability and accessibility issues involved in delivering websites.
2. Demonstrate knowledge and understanding of the website planning and design processes
3. Understand web technologies, development environments and implementation methods.
4. Design, implement, test and document a website solution for a defined scenario.

You will be graded based on how well you meet these learning outcomes. Your marker will use a rubric to grade your work, and you can find this on the “My Assessment” tab on the module iLearn page.

Submission Guidance

Assignments submitted late will not be accepted and will be marked as a 0% fail.

Your assessment should be submitted in the following formats:

Task 1: Report format (docx or PDF)

Task 2: Hosted live on Arden’s web hosting platform.

Task 3: Report format (docx or PDF) or single HTML page or Presentation (pptx)

Do not submit your assignment as a RAR file or any other archiving application. Failure to submit in the correct format will attract a zero for that task. Zipped folders containing the website do not need to be submitted on Turnitin or emailed to markers.

You must ensure that the submitted assignment is all your own work and that all sources used are correctly attributed. Penalties apply to assignments which show

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evidence of academic unfair practice. (See the Student Handbook which is available on the A-Z key information on iLearn.)

Guidelines and policies

You can find links to more useful information about the assignment and university policies below.

Word/time limit policy

[Click here to view the Arden University word count/time limit policy](#)

Referencing guidelines

[Click here for Harvard referencing guidelines](#)

Please follow the referencing guidelines that are appropriate for your degree programme. If you are unsure which you should be using, please contact your module team.

Academic integrity and misconduct policy

[Click here to view Arden University's policy on academic integrity and misconduct](#)

Statement on use of artificial intelligence on assessment

[Click here to view Arden University's statement on the use of artificial intelligence on assessment](#)

Support information

[Click here to view guidance on how to apply for short-term extensions](#)

[Click here to view guidance on how to apply for extenuating circumstances](#)

[Please click here for link to academic skills team support](#)

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