Higher Certificate in Web Publishing & Interactive Media
NQF Level 5 – Web Tech 01 (HTML & CSS) – Summative Assessment

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Subject Code	Lecturer	Project Number	Duration of Subject	Start Date	Duration of Assignment	Due Date
HTML	Pierre Marqua	02	5 Weeks	7 May 2020	7 Days	15 May 2020

Weighting: 60% of the total subject mark
Individual Assessment
Module: WEBTECH 01
Moderator: Kerry Hugill

Project / Assignment Name: Festival Website

Project Learning Objectives:
- To demonstrate the ability to research, plan, design and develop a simple, multi-page website from start to finish.
- To understand and demonstrate knowledge of how to code an HTML / CSS website.
- To apply the necessary skills learnt so far to produce a live, working product.

Brief:
Research, plan, design and execute the development of a simple festival website. This can be anything from a small artisan gin festival or German Beer Fest, to a large-scale music event. You may also choose to work with an existing festival or create one of your own.

You will need to provide a minimum of 3 working HTML pages for desktop format: a Home page, Content page and Contact page with contact form. More pages can be included if needed or desired, but keep timeline in mind. (We don't want to see any "Under Construction" or "Coming Soon" pages – a true faux pas, it's the "comic sans" of web design decisions!)

Note:
1. For this brief, you will only need to show your high-fidelity mockups to your UI lecturer for discussion and feedback before you begin coding.

2. You will however still need to do the proper research, conceptualization, planning and wireframes that form part of the professional process of any website project, and will be required to hand this in for marking.

3. You will also be required to take this website live, and write a rationale ("email" to your client) highlighting some key elements of the website, and explaining why these are essential, or good design decisions. In other words – rationalize and convince them that your website is the ideal option, and why.

Deliverables:

Live Website:
- On your current hosting package, create a directory or subdomain for the festival website.
- Host your festival website at this location and provide the url on both Moodle and Teams.

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On the Server:
(During remote training please email or WeTransfer.com Zipped files to your lecturer, and upload link to Teams)
- Packaged folder to be uploaded to the appropriate folder on the Server dropbox.
  o Folder must be correctly labelled with your Name, Subject and Brief code (eg: Joe Soap_HTML & CSS_Brief 02)
    ▪ **Folder must contain:**
      • Your correctly filed HTML and CSS files, images and any other files needed to make your web page function.
      • PDF of your planning, research, wireframes and high-fidelity design layout.
      • PDF of your Rationale (Client Email)
      • Text document / pdf with the url of your live website

On Moodle:
- Packaged folder to be uploaded to Moodle.
  o Folder must be correctly labelled with your Name, Subject and Brief code (eg: Joe Soap_HTML & CSS_Brief 02)
    ▪ **Folder must contain:**
      • Your correctly filed HTML and CSS files, images and any other files needed to make your web page function.
      • PDF of your planning, research, wireframes and high-fidelity design layout.
      • PDF of your Rationale (Client Email)
- Link to live website

When uploading to Moodle, remember to click ALL the submit buttons. The process to upload your project to Moodle is as follows: Select the correct assignment brief, scroll down to the bottom of the page and select 'Add submission'. Drag and drop your correct file into file submissions. Click on 'Save changes'. Scroll down to check your submission status and confirm your submission by clicking on 'Submit assignment'.

When uploading to the Server, locate the Projects Dropbox Folder, and then the Brief folder created by your lecturer. Create a properly named folder as detailed above and place your work within. You must adhere to proper naming conventions in order for your project to be marked.

DEADLINE: Hand-in: 15 May 2020, Midnight

Marking Criteria:
Research and Planning (10%)
Design and Layout (30%)
Coding and Development (50%)
   HTML & CSS Structure (30%)
   Interaction Design (15%)
   Technical (5%)
Rationale (10%)

49% or less	Fail
50 – 59%	Poor
60 – 69%	Average
70 – 79%	Good
80 – 100%	Excellent

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Marking Rubric:

Level of Achievement	Excellent 100 – 80% Requirements and expectations exceeded	Good 79 – 70% Requirements are well presented	Average 69 – 60% Requirements are met (Checked all boxes)	Poor 59 – 50% Only the most basic requirements are met	Fail 49% or less Requirements are not met
Research and Planning *(Note: Research and planning will be evident in the Planning and mockup PDF you are required to submit.)*	- Thorough research and planning has been conducted. - Substantial references and research in evidence. - Target market and user experience has been considered and documented. - Concept further developed through moodboards. - Multiple scamps and ideas generated. - Wireframes for every page are professionally constructed, using appropriate software (eg: Sketch). - Wireframes show interactivity, are well commented and easy to understand. - High-fidelity mock-ups for every page provided, and matches final product perfectly.	- Good research and planning. - Solid research has been conducted, with references and examples. - Some attempt at moodboards and initial concept development through scamping. - Wireframes for every page are provided, well-constructed, neat and clear. - Wireframes show levels of interactivity, are well commented and easy to understand. - High-fidelity mock-ups provided with little discrepancy to final product.	- Evidence of research and planning for final website. - References and examples have been included, but no further conceptualisation through mood boards. - Wireframes for every page are provided, neat and show some notes on interactivity. - Wireframes are commented, but not always clear. - High-fidelity mock-ups are included and mostly resemble final product.	- Bare minimum research, planning and preparation evident. - No moodboards or references included. - Wireframes are scamped out, but messy and/or incomplete. - Wireframes for 3 pages are provided, but unclear without annotation or direction. - Mock-ups are not high-fidelity, and show little resemblance to the final product.	- Little to no evidence of planning or preparation. - Little to no evidence of wireframes, research, moodboards or mock-ups of any kind.
Design and Layout	*Website design and layout includes all required elements, is well considered, engaging and visually beautiful.* - Website shows a professional aesthetic strategy. Ie: perfect understanding and application of web design principles and elements, consistently used. (eg: hierarchy, balance, colour, typography, etc) - Perfect colour and font choices. - Uses well-paired web safe fonts. - Layout makes use of excellent space, hierarchy and balance. - Design and layout is engaging and well developed.	*Website design includes all required elements, is neat, well layed out and balanced.* - Website shows very good understanding of web design principles and elements, consistently used. (eg: hierarchy, balance, colour, typography, etc) - Layout is neat and well considered, using grid format. - Good colour and font choices, well matched and appropriate. - Uses web safe fonts only. - Good use of space, proportion and balance.	- Website shows good understanding of web design principles and elements, mostly consistent. - Grid has been considered and used. - Good colour and font choices (well matched and reflecting concept) - Uses web safe fonts. - Spacing and balance appropriately used. - Some hierarchy and understanding of proportion.	*Website design and layout includes all required elements, but is visually unattractive and incohesive.* - Website shows little understanding of web design principles, layout and/or elements, and is inconsistent. - Poor colour and/or font choices (mismatched or do not match concept) - Only browser default fonts used. - Spacing and/or balance in awkward. - Little to no hierarchy. - Little to no understanding of proportion.	- Final Website shows no understanding of design elements or principles (eg: hierarchy, balance, colour, typography, etc)

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HTML & CSS Structure	- Website loads quickly and is completely error free. - HTML is perfected structured, easy to read, and perfectly follows taught industry processes and standards. - HTML and CSS is extensively, and clearly commented. - HTML is perfectly coded semantically. - Extensive SEO and meta tags. - Efficient, functioning code. - Techniques and coding including that demonstrates self-teaching, and expansion on what was taught in class. - More than 3 coded web pages submitted.	- Website loads quickly and is error free. - HTML and CSS is neat, easy to read and follows taught industry patterns and structure. - HTML and CSS is well commented. - HTML is correctly coded semantically. - Fundamental SEO and meta tags included. - No redundant or irrelevant code included. - Some attempt at complex coding and techniques. - Some attempt to include self-taught techniques and code. - 3 web pages submitted.	- Website loads and is mostly error free. - HTML is coded semantically, with few errors. - Both HTML and CSS are neatly presented and easy to read and understand. - HTML and CSS includes some comments. - Basic SEO and occasional meta tags are included. - Some attempt at complex coding and techniques. - 3 web pages submitted.	- Website is submitted and loads, but slowly. - Many errors in code and functionality. (eg: some CSS not correctly linked, images not loading, or some links not working.) - HTML and CSS is included, but structure is poor, making it difficult to read and / or understand. - Only most basic HTML and CSS techniques used. - No code comments, SEO or Meta tags included. - 2 – 3 Pages submitted.	- No website provided. - Website does not load (broken). - Code is plagiarized from a template. - HTML or CSS is missing. - Code contains excessive irrelevant code. - Code structure is messy and / or illegible. - Fewer than 2 coded pages submitted.
Interaction Design	- Excellent use of interaction design to enhance the website and user experience. - Navigation is complex and functions perfectly. - Rollovers on all buttons and links work and show understanding of design principles and elements. - Complex form is included, styled, fires and the user is presented with confirmation. - Additional interaction points are included, demonstrating excellent understanding of technical use and appropriate placement.	- Solid understanding and use of interaction design, in multiple, relevant points. - Navigation is dynamic and works well, with no errors. - Rollovers on all buttons and links work well and consistently. - Form is well constructed, easy to understand and fires correctly.	- Good use of interaction design, in multiple points. - Rollovers on all buttons and links is present and functioning. - Navigation functions correctly. - A form is present and styled, with few errors.	- Basic Interaction points included. (Eg: rollovers, call to action, etc) - Navigation is working, with few errors. - Basic contact form included, but does not function correctly, or is missing fields.	- Interaction points missing or broken. Eg: No rollovers, call to action, buttons, etc. - Navigation is completely broken (user cannot move through website at all). - No form present.
Technical	- Website is live, in an independent directory. - All files and document are correctly named and located within the file structure. - Perfect image quality, with appropriate file size.	- Website is live and functioning on the main domain directory. - All files and document are correctly named and located within the file structure. - Good image quality and file size.	- Website is live and functioning on the main domain directory. - All files and document located within the file structure, but not all correctly named. - Images are mostly correct in file size and quality.	- Website is live and functioning with some errors. - Files and documents are not correctly named or filed. - Image quality is very poor.	- Live website not provided, and/or - Completely incorrect file structure.

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Rationale (Client Email)	- Perfectly structured (Intro, Body, Conclusion) with professional approach, style and language use - Perfect spelling and grammar, well-written and articulated. - Confident approach, extremely convincing. - Clear focus on topic.	- Good structure and flow from one point to the next. - Delivery of info is mostly clear, and mostly uses professional language and approach. - Very good spelling and grammar, with only minor errors. - Medium confidence, mostly convincing.	- Structure is a little confusing. (No clear Intro, Body, Conclusion) - Rationale/Email mostly focuses on relevant information, with some "waffling" - Good spelling and grammar, with some errors. - Rationale is not very convincing (client has doubts).	- Structure, point and approach / message is unclear. (No clear Intro, Body, Conclusion) - Much irrelevant information included, often confusing. - Poor spelling and grammar, with many mistakes. - Rationale email is not convincing (client doubts concept, layout and or ability)	- No Rationale email provided, OR - Extremely unstructured, without a clear focus. - Is largely illegible and confusing, with little to no point or message. (Client is left confused and worried.)

Resubmission procedure: If you fail the assignment with a grade between 40-49% for this project, and have achieved an 80% attendance for the module, you may qualify for a paid resubmission. Please collect a resubmission application form at reception, complete and present to your lecturer for consideration within 1 week of receiving your marks. Please see school policies for any additional information regarding the resubmission process and fees.