

## Assessment Brief

<b>1. Module number</b>	<i>SET11112</i>
<b>2. Module title</b>	Web Design & Development
<b>3. Module leader</b>	
<b>4. Tutor with responsibility for this Assessment</b> Student's first point of contact	<i>As above</i>
<b>5. Assessment</b>	<i>Prototype, Practical project, and report</i>
<b>6. Weighting</b>	<i>100% of module assessment'.</i>
<b>7. Size and/or time limits for assessment</b>	<i>Report – Max 1000 words.</i>
<b>8. Deadline of submission</b>	Your attention is drawn to the penalties for late submissions <i>Part 1 1600 Monday 04<sup>th</sup> March 2013</i> <i>Part 2 1600 Monday 29<sup>th</sup> April 2013</i>
<b>9. Arrangements for submission</b>	<i>Report to be submitted to the school office, C34</i>  <i>Your work must be submitted with the appropriate cover sheet which must confirm that the assignment is your own and has not been submitted for another assessment.</i>  <i>You are advised to keep your own copy of the assessment.</i>
<b>10. Assessment Regulations</b>	All assessments are subject to the University Regulations
<b>11. The requirements for the assessment</b>	<i>Part 1: Prototype of part 2 – paper based</i> <i>Part 2: Practical project demonstrating HTML, CSS,MySQL, PHP and generic JavaScript and jQuery</i>
<b>12. Special instructions</b>	none
<b>13. Return of work and feedback</b>	<i>Written feedback will be provided 3 weeks after the hand-in date. Verbal feedback will be provided in the labs</i>
<b>14. Assessment criteria</b>	<i>This assignment assesses all learning outcomes</i>



## SET11112 Web Design & Development

### Coursework Assignment Trimester 2 Session 2012/2013

The assignment is divided into two parts, a preliminary report and a practical assignment and report on that practical assignment. Part 1 will assess primarily learning outcomes 1 and 2 as contained in the module descriptor. Part 2 will assess learning outcome 3 and (partly) learning outcomes 1 and 2 as contained in the module descriptor. Parts 1 and 2 constitutes 100% of the module assessment and assesses all of the learning outcomes for this module. You will be required to demonstrate your practical work during your normal lab sessions as indicated below. During the demonstration you may be asked questions on any aspect of your work.

#### Part 1 – Initial Prototype (25%)

**For this part of your coursework, you are to produce an initial prototype for the web site you choose (see section 2.1. below), and describe how you would design, create and test it.**

In carrying out the assessment for this module you will need to assume the role of both the client and the designer/developer. As the client you need to specify with as much precision as possible at these early stages what it is you require, i.e., what is your web site about, what is its primary purpose, what functionality and services will it offer, etc. As the designer and developer you will need to come up with an early prototype which will go some way towards demonstrating to the client that it will satisfy his or her needs. To this end you are required to:

1. Write a site mission statement giving a clear vision of the purpose of the site. **(25 - 50 words).**
2. Suggest five ways of numerically measuring the success of your site. For example, an e-commerce site might aim to increase sales by 20% over the first year but a usability criterion might set limits on page load times. **(200 words max).**
3. Design a navigation map and three representative storyboards for the site (the home page, an HTML form page, and one other important page.). Give well drawn and clearly annotated storyboards. Annotations are to be to the side of the diagram and linked by lines or arrows to the section to which they refer. Annotate images, links, text blocks etc. Do not supply screen dumps of actual pages - no marks will be given for a screen dump.
4. Describe, with reasons, the chosen visual style for the site. Recommend specific fonts, colours and element positionings. “a restful colour” will gain no marks, whereas “powder blue” will. **(500 words max).**

## **Part 2 – Deliverables**

1. A coherent web site comprising a suite of validated (HTML 5) web pages, and
2. A report detailing how you achieved it.

### **Part 2.1 - Practical Assignment (65%)**

You are required to design, create, test, and evaluate a suite of validated web pages. Your suite of pages can be on one of the following themes:

1. eCommerce – an application of your choice.
2. Jimmy Shand – A Scottish Legend.
3. An Interactive Language Tutor – any language of your choice.
4. Are We Alone? – Life on other Planets
5. Conspiracy Theories – The Truth is Out There.

Your website should be interactive and demonstrate the minimal following functionality:

- ✓ Client side form validation
- ✓ Login authentication
- ✓ PHP sessions
- ✓ Database connectivity and data read, write, and update.

You will be assessed here on how well you have used and integrated the following web technologies into your practical assignment.

#### HTML/CSS.

- we will be looking at the following: (i) the tags you use, how you use them, how appropriate they are to the context of their use, how you handle cross-browser problems, etc.; (ii) do your pages conform to current web standards, do they validate against the HTML5 DTD; (iii) your overall design and layout strategies.
- style sheets – we will be looking at the following: (i) your use of external, document, and in-line CSS; (ii) how well you use and apply style rules, particularly on tables, divs, lists, links, forms, and paragraphs, (iii) your use of color and fonts.

#### JavaScript.

- we will be looking at how you use jQuery for tasks like input validation on forms, image swapping, rollovers, and manipulating elements on the DOM tree.

#### PHP & MySQL.

- we will be looking at how you use php for tasks like form processing, database connectivity (reading, writing, searching, browsing, updating), session management, cookies

### **Part 2.2 - Report on Practical Assignment (10%)**

You are to write a detailed report on your web pages. Your report should be no more – or not much more - than 1500 words (excluding examples of code or markup) and contain at least:

1. A coherent set of requirements derived from your initial prototype
2. A discussion of what your web pages are about, the technologies used to realise them.
3. The platforms and browsers you have tested your pages on and any cross-browser problems you encountered
4. How successful you have or have not been in achieving your original design goals/aims/objectives.

### **Marking Scheme**

Marks will be allocated as follows

Part 1: 25%

Part 2.1: Practical Assignment 65%

Part 2.2: Report 10%

In order to access and mark your practical assignment the following conditions must be strictly observed.

1. A zipped file of your submission should be uploaded to Moodle on or before the hand-in date – details will be given nearer the due date. The zip file should be called wdd followed by your matric number (no spaces), e.g. wdd12345678.zip.
2. Your zip file should contain all your MySQL tables and data as exported from phpmyadmin.

There will be no exceptions to (1) and (2) above - if you don't do it your work will not be marked.

### **Collaboration and Plagiarism**

This is an individual piece of assessment and the work submitted should be **entirely your own**. You are not allowed to collaborate with other students or to copy the work of other students.

Your coursework will be electronically checked against all other submissions. In the event of any doubt about authorship you will be interviewed and may be asked questions about any aspect of the work.

### **Submission**

Details are on the front of the assessment brief. You will be required to demonstrate your work during your normal lab time 24/04/2013 in the JKCC. **Please note: no demonstration, no mark!**

Note that your assignment & coversheet should not contain your name, only your matriculation number and the printed report. You should keep your own copy of all work submitted.

## Marksheet for SET11112 Coursework 1 TR1

**Matric:**

Item	Comments	Marks (/5)
Mission Statement		/5
Numerical Measurements	One mark for each valid measurement	/5
Navigation map & Storyboards	Extra marks for detail	/10
Visual Style		/5
<b>Total /25</b>		<b>/25</b>

## Marksheet for SET11112 Coursework 2 TR1

**Matric:**

HTML/CSS		/30
jQuery: form validation, AJAX, JSON		/30
PHP/MySQL		/20
HTML Page Validation	HTML 5	/10
Report		/10
<b>Total 100</b>		<b>/100</b>