



MODULE NAME:	MODULE CODE:
INTRODUCTION TO WEB DEVELOPMENT	IWED5112/d/w

ASSESSMENT TYPE: POE (PAPER)

TOTAL MARK ALLOCATION: 100 MARKS

TOTAL HOURS: A minimum of 15 HOURS is suggested to complete this assessment

By submitting this assignment, you acknowledge that you have read and understood all the rules as per the terms in the registration contract, in particular the assignment and assessment rules in The IIE Assessment Strategy and Policy (IIE009), the intellectual integrity and plagiarism rules in the Intellectual Integrity Policy (IIE023), as well as any rules and regulations published in the student portal.

INSTRUCTIONS:

1. ***No material may be copied from original sources, even if referenced correctly, unless it is a direct quote indicated with quotation marks. No more than 10% of the assignment may consist of direct quotes.***
2. ***Make a copy of your assignment before handing it in.***
3. ***Assignments must be typed unless otherwise specified.***
4. ***Begin each section on a new page.***
5. ***Follow all instructions on the PoE cover sheet.***
6. ***This is an individual assignment.***

Referencing Rubric

Providing evidence based on valid and referenced academic sources is a fundamental educational principle and the cornerstone of high-quality academic work. Hence, The IIE considers it essential to develop the referencing skills of our students in our commitment to achieve high academic standards. Part of achieving these high standards is referencing in a way that is consistent, technically correct and congruent. This is not plagiarism, which is handled differently.

Poor quality formatting in your referencing will result in a penalty of **a maximum of ten percent being deducted from the percentage awarded**, according to the following guidelines. Please note, however, that **evidence of plagiarism in the form of copied or uncited work (not referenced), absent reference lists, or exceptionally poor referencing, may result in action being taken in accordance with The IIE's Intellectual Integrity Policy (0023).**

Markers are required to provide feedback to students by indicating **(circling/underlining) the information that best describes the student's work.**

Minor technical referencing errors: 5% deduction from the overall percentage – the student's work contains **five or more errors** listed in the minor errors column in the table below.

Major technical referencing errors: 10% deduction from the overall percentage – the student's work contains **five or more errors** listed in the major errors column in the table below.

If both minor and major errors are indicated, then 10% only (and not 5% or 15%) is deducted from the overall percentage. The examples provided below are not exhaustive but are provided to illustrate the error.

Required: Technically correct referencing style	Minor errors in technical correctness of referencing style Deduct 5% from percentage awarded	Major errors in technical correctness of referencing style Deduct 10% from percentage awarded
<u>Consistency</u> <ul style="list-style-type: none"> The same referencing format has been used for all in-text references and in the bibliography/reference list. 	Minor inconsistencies. <ul style="list-style-type: none"> The referencing style is generally consistent, but there are one or two changes in the format of in-text referencing and/or in the bibliography. For example, page numbers for direct quotes (in-text) have been provided for one source, but not in another instance. Two book chapters (bibliography) have been referenced in the bibliography in two different formats. 	Major inconsistencies. <ul style="list-style-type: none"> Poor and inconsistent referencing style used in-text and/or in the bibliography/ reference list. Multiple formats for the same type of referencing have been used. For example, the format for direct quotes (in-text) and/or book chapters (bibliography/ reference list) is different across multiple instances.
<u>Technical correctness</u> Referencing format is technically correct throughout the submission. Position of the reference: a reference is directly associated with every concept or idea. For example, quotation marks, page numbers, years, etc. are applied correctly, sources in the bibliography/reference list are correctly presented.	Generally, technically correct with some minor errors. <ul style="list-style-type: none"> The correct referencing format has been consistently used, but there are one or two errors. Concepts and ideas are typically referenced, but a reference is missing from one small section of the work. Position of the references: references are only given at the beginning or end of every paragraph. For example, the student has incorrectly presented direct quotes (in-text) and/or book chapters (bibliography/reference list). 	Technically incorrect. <ul style="list-style-type: none"> The referencing format is incorrect. Concepts and ideas are typically referenced, but a reference is missing from small sections of the work. Position of the references: references are only given at the beginning or end of large sections of work. For example, incorrect author information is provided, no year of publication is provided, quotation marks and/or page numbers for direct quotes missing, page numbers are provided for paraphrased material, the incorrect punctuation is used (in-text); the bibliography/reference list is not in alphabetical order, the incorrect format for a book chapter/journal article is used, information is missing e.g. no place of publication had been provided (bibliography); repeated sources on the reference list.
Congruence between in-text referencing and bibliography/ reference list <ul style="list-style-type: none"> All sources are accurately reflected and are all accurately included in the bibliography/ reference list. 	Generally, congruence between the in-text referencing and the bibliography/ reference list with one or two errors. <ul style="list-style-type: none"> There is largely a match between the sources presented in-text and the bibliography. For example, a source appears in the text, but not in the bibliography/ reference list or vice versa. 	A lack of congruence between the in-text referencing and the bibliography. <ul style="list-style-type: none"> No relationship/several incongruencies between the in-text referencing and the bibliography/reference list. For example, sources are included in-text, but not in the bibliography and vice versa, a link, rather than the actual reference is provided in the bibliography.
In summary: the recording of references is accurate and complete.	In summary, at least 80% of the sources are correctly reflected and included in a reference list.	In summary, at least 60% of the sources are incorrectly reflected and/or not included in reference list.

Overall Feedback about the consistency, technical correctness and congruence between in-text referencing and bibliography:

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Background**Instructions**

To successfully complete this POE, you will be required to conduct additional research and consult online resources. Links to some of these online resources have been included in your Module Manual but you will still need to consult other sources on your own. Please ensure that all third-party assets used are properly and referenced using The IIE's Referencing Guide, e.g., Images, Logos, other Brand image/graphic assets, code snippets, widgets, copy (text), etc.

Part 1 — Marketing Perspective and HTML Structure**(Marks: 100)**

At the end of this Part, students should be able to:

- Explain the business case for developing a website.
- Define objectives for an online presence.
- Identify resources required to establish an online presence.
- Discuss the importance of establishing a "Target Market" in the development of a working "User Persona".
- Create a sitemap using information gathered in stage 1 of web development.
- Create a new web project in VS Code.
- Create new website files using VS Code.
- Identify hierarchical elements of the DOM (Document Object Model).
- Create the HTML pages for a site.
- Use appropriate HTML tags and attributes to build page structure and content.
- Link the HTML pages for a functional navigation system.
- Add extras: form, embedded content.
- Submit pages for code validation and fix errors.

Once you have identified your real or hypothetical small/medium business to create a website for, you must do the following:

1. Ensure that you discuss your choice with your lecturer and get approval first.
2. In a Word document:

- Explain the motivation for developing the website.
 - Identify the objectives of having a website for this business.
 - List the resources you will need to assemble for the creation of the web site in terms of images, branding, copy, etc.
 - Identify your target market by establishing a User Persona for this brand. Use any software or online resources you like. Screen grab and insert your User Persona into this document.
 - Create a sitemap for your basic page hierarchy. Use any software or online resources you like. Screen grab your site map and insert into your Document.
3. Using VS Code, create the basic file and folder structure for your website. This should include:
- A root folder named appropriately;
 - An “_images” sub-folder containing image assets to be used on the web-site saved correctly in terms of name, format and size (as determined by you);
 - The following html pages:
 - index.html
 - about.html
 - products_services.html
 - gallery.html
 - contact.html
4. Next, you must code the basic html structure for each page:
- Webpage titles must be appropriate.
 - Use semantic html block tags where appropriate – e.g. header, main, footer, nav, section, article, etc.
 - Create a navigation menu that links all pages.
 - Include appropriate logos, images and branding.
 - Include appropriate informational content such as headings, copy, lists, tables, etc.
 - You must try and include at least one embedded item using an iframe such as a Google Map or YouTube Video. You are free to choose what page this goes on.
 - Your Contact Us page should include a contact form created and inserted using Google forms, as well as basic contact information such as email, telephone, address.
 - No styling is necessary at this stage, so pay attention to the flow and structure of information and not the style, appearance or layout:
 - Do all the links work?

- Do all the images show at an appropriate size?
- Is all the information there for each page?
- It is recommended, but optional, that you submit your html pages for validation to pick up any errors and fix them before submission.

Part 1 Submission Requirements:

- A Word document or pdf document using the following headings, in the order they appear:
 - Cover Page
 - Table of Contents
 - List of figures (if any)
 - Motivation
 - Objectives
 - List of Resources/Assets
 - User Persona
 - Site Map
 - List of references (using IIE Referencing Guidelines)
- A zip file containing your entire website as completed for Part 1.

Part 2 — Website Styling using CSS

(Marks: 100)

At the end of this Part, students should be able to:

1. Style web elements using CSS decorative properties.
2. Style text/type using CSS properties, including web fonts.
3. Style links using pseudo selectors.
4. Precisely position web page block elements.
5. Style the Layout of elements using CSS properties.
6. Use browser developer tools to assist with CSS.
7. Style a simple “no-frills” web site using a single external Style Sheet.

Building on Part 1, you must do the following:

1. Take onboard any feedback from your lecturer on Part 1 and make improvements to your website/webpages.
 - This might include:
 - Correction and/or improvement of HTML code.

- Changes/additions to content.
 - Before you begin styling – your HTML page structure and content should be completely finished.
 - Make sure you meticulously document the improvements you make in a separate process document so that your lecturer can clearly see what you have changed.
 - Note that if you decide that no changes are necessary based on the feedback, then please explain this in your document, i.e., why did you decide not to make any changes.
2. Using VS Code and Chrome Developer Tools:
- Create an external CSS style sheet file and link all your web pages to this style sheet file.
 - Style your web pages using CSS selectors and properties so that the entire site has a cohesive appearance that is appropriate for the choice of brand.
3. Specifically you should:
- Use CSS to position HTML content blocks to create a professional layout. This could include use of positions, floats, margins, padding, etc.
 - Style and control text using CSS selectors and properties. If you use any non-system fonts, ensure that you properly deploy web fonts. This could include use of font styles, sizes, colours, spacing, weight, etc.
 - Apply any other decorative CSS styling such as colours, backgrounds, borders, etc., appropriately for your chosen brand.
4. NOTE: At this stage, your styling should be for a normal desktop screen size/browser size, and not for a mobile device.
5. You should always be looking at styling the maximum amount of things with the minimum amount of rules. So be careful of too many selectors and CSS rules. Start off with rules that will apply to all pages such as header and footer appearance. Then create selectors for specific things that require custom treatment.

Part 2 Submission Requirements:

6. A Word document or pdf document using the following headings, in the order they appear:
- Cover Page
 - Table of Contents
 - List of figures (if any)

- List of changes made to HTML structure and content. Be specific please.
- List of references – if you have used any new sources not already referenced in Part 1 (using The IIE Referencing Guidelines)

7. A zip file containing your entire website as completed for Part 2.

POE — Javascript, Responsiveness, SEO, Publishing

(Marks: 100)

At the end of this Part, students should be able to:

1. Incorporate web page elements such as automatic dates and form validation using JavaScript.
2. Integrate jQuery snippets into a webpage.
3. Apply relative values and media queries to a website to make it responsive/adaptive.
4. Apply SEO best practises to a website.
5. Define FTP and the steps in uploading and testing a website and FTP using FileZilla.

Building on Part 1 and Part 2, you must do the following:

1. Take onboard any feedback from your lecturer for Part 2 and make improvements to your website accordingly.
 - Make sure you meticulously document the improvements you make in a separate process document so that your lecturer can clearly see what you have changed.
 - Note that if you decide that no changes are necessary based on the feedback, then please explain this in your document, i.e., why did you decide not to make any changes.
2. Build one JavaScript element into your website on one page. You are free to choose what page.
 - This could be an automatic date, a lightbox slideshow or something else. You are free to explore online free sources of JavaScript or jQuery code snippets.
 - Make sure you keep it simple – do not be over-ambitious because JavaScript can be very difficult to engineer for beginners.
 - Make sure you document clearly in your process document what JavaScript / jQuery you used, where you used it, how you customised it for your own page, and the source of the code (reference).

3. Using any combination of relative values and media query, you must take your desktop website created so far and add responsiveness to it so that the content and styling is appropriate for viewing in portrait mode on an average smartphone.
 - You must document in your process document what you did in CSS to make your site responsive to a mobile screen size.
4. Apply best practices to your website for Search Engine Optimisation:
 - Make sure that you clearly document in your process document what measures you took to optimise your site for search engines, and ALSO, why each particular measure is important for SEO.
5. In your process document describe the steps one must take from the point of finalising a web development project such as this one, to going live on a web hosting server:
 - Make sure the steps are in chronological order in terms of what comes first and so on.

POE Submission Requirements:

1. A process document (Word or PDF) using the following headings, in the order they appear:
 - Cover Page.
 - Table of Contents.
 - List of figures (if any)
 - List of changes/improvements made to Part 2. Be specific please.
 - JavaScript/jQuery.
 - Responsiveness.
 - SEO.
 - Publishing Steps.
 - List of references – if you have used any new sources not already referenced in Part 1 (using The IIE Referencing Guidelines).
2. A zip file containing your entire website as completed for the POE.

Appendix A – PoE Marking Rubrics

Markers – Please note that the rubrics below must be used to evaluate the students’ responses to the relevant assignment questions. Please clearly indicate the specific mark you allocate for each rubric criterion to show how you reached the question total. Also, please provide constructive feedback to ensure students and moderators can follow your marking logic based on the rubric criteria. The most important point is that many markers across different campuses will be marking. The rubric needs to promote the validity and reliability of their marking practices. In addition, there is a separate memorandum that provides additional marking guidance – please ensure you get this from your relevant campus administrator.

Please note: Tear off this section and **attach** it to your work when you submit it. If this is an online submission, then this information needs to be included in the online submission.

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Marking Criteria	<i>Fail/Does not meet the required standard (0% – 49%)</i>	<i>Average/meets the required standard (50% – 64%)</i>	<i>Above average/is above the required standard (65% – 74%)</i>	Excellent (75% – 100%)	Feedback
PART 1: Document					
Motivation and Objectives [10 Marks]	<ul style="list-style-type: none"> No motivation = 0. Or motivation is confused and unclear. Does not relate to the brand. No objectives = 0. Or objectives are confused and unclear 	<ul style="list-style-type: none"> Motivation is acceptable, but quite generic and lacking specifics relating to the brand. Objectives are not fully clear and at 	<ul style="list-style-type: none"> Motivation is good and shows an understanding of the value of a website to a bring. Objectives are identified, but not clearly 	<ul style="list-style-type: none"> Motivation is clear, comprehensive and shows an excellent understanding of the value a website adds to a brand. Objectives are identified clearly 	

	and impossible to action and measure.	times quite difficult to action and measure.	communicated. Some objectives might be difficult to action and measure.	and actionable plus measurable.	
	0 – 3Marks	4 – 5 Marks	6 – 8 Marks	9– 10 Marks	
List of Resources, User Persona, Sitemap [20 Marks]	<ul style="list-style-type: none"> No list of resources supplied = 0. Or list is confusing and missing many items. No User Persona is supplied = 0. Or poorly executed and unclear. No Sitemap supplied = 0. Or poorly executed and unclear. 	<ul style="list-style-type: none"> Listing lacks depth and is missing items. User persona is untidy, and not totally appropriate. Sitemap is untidy and not fully accurate. 	<ul style="list-style-type: none"> Good listing of assets and resources required. Not fully comprehensive though. User persona is accurate but lacking in professional appearance. Sitemap is appropriate but needs some neatening up. 	<ul style="list-style-type: none"> Excellent identification of assets and resources needed. Should be a thorough inventory of what is needed specifically. Excellent User Persona that clearly identifies a typical user in the form of a persona. Neatly done. Sitemap shows a clear hierarchy from homepage to sub-pages. Neatly done. 	
		0 – 5 Marks	6 – 9 Marks	10 – 14 Marks	15 – 20 Marks

Marking Criteria	<i>Fail/Does not meet the required standard (0% – 49%)</i>	<i>Average/meets the required standard (50% – 64%)</i>	<i>Above average/is above the required standard (65% – 74%)</i>	Excellent (75% – 100%)	Feedback
PART 1: Website					
File/Folder Structure [10 Marks]	<ul style="list-style-type: none"> Poor file and folder structure that does not conform to web development convention. File and folder naming needs correction. 	<ul style="list-style-type: none"> A root folder exists containing all the files and folders for the website, but files and folders are not properly managed and the naming of them is incorrect in some cases. 	<ul style="list-style-type: none"> A root folder exists containing all necessary files and folders, but the naming convention is not fully observed and requires corrections. 	<ul style="list-style-type: none"> A root folder exists containing all HTML files as stipulated in the brief and an “_images” folder containing all website images. All folder and file names stick to the convention of no caps, no spaces, no special characters. 	
	0 – 3Marks	4 – 5 Marks	6 – 8 Marks	9– 10 Marks	
HTML Page Code Across all Pages [20 Marks]	<ul style="list-style-type: none"> Code formatting is messy and difficult to follow. No evidence of an understanding of how to use semantic html tags. Html structure is full of errors and requires major corrections in order 	<ul style="list-style-type: none"> Code formatting could be improved for ease of reading. Semantic html elements are not appropriately used in many places. Html structure for content contains a few major errors and 	<ul style="list-style-type: none"> Code formatting is very good mostly. Use of semantic html elements is mostly correct and appropriate. Good use of html structure for content – but not perfect. Mostly correct code – but some errors 	<ul style="list-style-type: none"> Excellent code formatting (indenting of nested code). Excellent application of semantic html elements. Excellent html structure for content. 	

	for pages and the website to function.	needs further development.	that might affect the functionality of the site in a minor way.	<ul style="list-style-type: none"> Close to zero mistakes or a few very minor mistakes that do not affect the functionality of the website/webpages. 	
	0 – 5 Marks	6 – 9 Marks	10 – 14 Marks	15 – 20 Marks	
Web Page Content Across all Pages [20 Marks]	<ul style="list-style-type: none"> Images and graphics are either missing or of a very poor quality. Copy is full of mistakes – or inadequate. Flow and structure of content is not logical and results in a confusing user experience. 	<ul style="list-style-type: none"> Choice of images and graphics requires revision. Some images are of a poor quality. Copy poor in terms of spelling mistakes and errors and requires revision. Flow and structure of content needs further development in terms of a positive user experience. 	<ul style="list-style-type: none"> Good choice of images and graphics. Some images might not be sized correctly or clear. Good use of copy, but some errors that require correction. Mostly the flow and structure of content makes sense – but could be improved. 	<ul style="list-style-type: none"> Excellent choice of images and graphics – appropriately sized and not pixelated. Excellent use of copy for headings and paragraph text. No spelling errors or mistakes. The structure and flow of content is logical and user friendly. 	
	0 – 5 Marks	6 – 9 Marks	10 – 14 Marks	15 – 20 Marks	
Embedded Content [5 Marks]	<ul style="list-style-type: none"> No attempt was made to embed content = 0. Or the attempt was completely wrong. 	<ul style="list-style-type: none"> An attempt was made to embed content but not completely successful. 	<ul style="list-style-type: none"> Successfully included embedded content either from YouTube or Google Maps. 	<ul style="list-style-type: none"> Successfully included embedded content either from YouTube or Google Maps. 	

	<ul style="list-style-type: none"> Choice of page and location does not make any sense. 	<ul style="list-style-type: none"> Choice of page and location needs further consideration. 	<ul style="list-style-type: none"> Choice of page and location needs further consideration. 	<ul style="list-style-type: none"> Appropriate choice of page and location for the embedded content. 	
	0 – 1.5 Marks	2 – 2.5 Marks	3 – 3.5 Marks	4 – 5 Marks	
Form [5 Marks]	<ul style="list-style-type: none"> No attempt at creating or embedding a form = 0. A very confused and unsuccessful attempt at embedding a contact form. 	<ul style="list-style-type: none"> There was an attempt at embedding a form but it was not successful. 	<ul style="list-style-type: none"> Created and embedded a contact form from Google Forms; but the form does not work properly and requires revision. 	<ul style="list-style-type: none"> Successfully created a contact form using Google Forms. Successfully embedded the contact form on the Contact web page. The form works properly. 	
	0 – 1.5 Marks	2 – 2.5 Marks	3 – 3.5 Marks	4 – 5 Marks	

Marking Criteria	<i>Fail/Does not meet the required standard (0% – 49%)</i>	<i>Average/meets the required standard (50% – 64%)</i>	<i>Above average/is above the required standard (65% – 74%)</i>	<i>Excellent (75% – 100%)</i>	Feedback
PART 1: Quality of Submission					
Overall Quality of Submission [10 Marks]	<ul style="list-style-type: none"> No document was submitted = 0. Or poor, untidy and confused document with very little 	<ul style="list-style-type: none"> Document was haphazard and unstructured – but did mostly contain the required content. Zip file contained files and folders that 	<ul style="list-style-type: none"> Document provided all the required content in the correct order, but the document was untidy. Zip file contained mostly all the 	<ul style="list-style-type: none"> Word document or pdf provided ALL the required content in 	

	<p>relevant information.</p> <ul style="list-style-type: none"> No zip file was submitted = 0. Or messy file submission that did not conform at all to the requirements. 	<p>did not conform to the requirements.</p>	<p>correct files and formats.</p>	<p>the correct order specified.</p> <ul style="list-style-type: none"> Document was professional and neat. Zip file contains entire website in the correct format and structure. 	
	0 – 3Marks	4 – 5 Marks	6 – 8 Marks	9– 10 Marks	

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PART 2: Document					
Improvements [10 Marks]	<ul style="list-style-type: none"> Very little or no effort made to improve on Part 1 and very little of no effort to document this. 	<ul style="list-style-type: none"> There was some effort to improve on Part 1 and do document this – but further development is required. 	<ul style="list-style-type: none"> Feedback was somewhat taken into account. Improvements were implemented and documented, but more could have been done. 	<ul style="list-style-type: none"> Feedback from Part 1 was thoroughly taken into consideration and discussed in the document. Appropriate decisions were made regarding implementation of improvements and these were actioned and clearly documented. 	
	0 – 3Marks	4 – 5 Marks	6 – 8 Marks	9– 10 Marks	

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PART 2: CSS Styling					
Creation and linking of External CSS Style Sheet [10 Marks]	<ul style="list-style-type: none"> There was no external CSS style sheet file. Or an attempt to create one was unsuccessful. No linking to an external style sheet was evident. 	<ul style="list-style-type: none"> There was an effort to create an external CSS style sheet, but not successfully linked to many html pages. 	<ul style="list-style-type: none"> An external CSS style sheet file was created, but not all pages link successfully to it and/or the file is not appropriately named. 	<ul style="list-style-type: none"> An external CSS style sheet file was successfully created, appropriately named and all html pages were successfully linked to this file. 	
	0 – 3Marks	4 – 5 Marks	6 – 8 Marks	9– 10 Marks	
Use of CSS to control content blocks [20 Marks]	<ul style="list-style-type: none"> Very little or zero attempt to use CSS properties such as position, floats, margins and padding to control the layout of elements. 	<ul style="list-style-type: none"> A basic attempt at controlling layout with CSS but requires further development. Layout is not consistent and professional. 	<ul style="list-style-type: none"> Some success in creating a layout using CSS properties such as position, floats, margins and padding – but there were a few problems. 	<ul style="list-style-type: none"> Excellent demonstration of use of CSS properties such as position, floats, margins, padding, etc. to create a professional and consistent layout throughout all pages. 	
	0 – 5 Marks	6 – 9 Marks	10 – 14 Marks	15 – 20 Marks	

Use of CSS to style and control text. [20 Marks]	<ul style="list-style-type: none"> Zero or very little effort to control and format text in a systematic way to create a typographical hierarchy. Little or zero evidence of an understanding of use of CSS to control text properties. 	<ul style="list-style-type: none"> Some control of text properties using CSS – but in need of further development in terms of cohesion and hierarchy. No use of web fonts or problematic use of non-system fonts. 	<ul style="list-style-type: none"> Good control and formatting of text to headings, paragraph text and other text elements. No use of web fonts or problematic use of non-system fonts. 	<ul style="list-style-type: none"> Excellent control of text to create a professional typographical hierarchy for headings, paragraphs and other text elements. Any non-system fonts were properly deployed as web fonts. 	
	0 – 5 Marks	6 – 9 Marks	10 – 14 Marks	15 – 20 Marks	
Use of CSS to control decorative elements. [20 Marks]	<ul style="list-style-type: none"> Little or zero use of CSS decorative properties. Any attempt did not add visual value to the branding of website pages. 	<ul style="list-style-type: none"> Inappropriate or unsuccessful attempt at using CSS decorative properties. Requires further development to achieve a professional result. 	<ul style="list-style-type: none"> Some effective use of CSS decorative properties such as backgrounds, colours, borders, etc., but not necessarily a consistent brand identity. 	<ul style="list-style-type: none"> Excellent use of CSS decorative properties such as backgrounds, colours, borders, etc., to create a consistent and professionally branded website identity on every page. 	
	0 – 5 Marks	6 – 9 Marks	10 – 14 Marks	15 – 20 Marks	

Optimised and efficient CSS rules [20 Marks]	<ul style="list-style-type: none"> • CSS is confusing and inefficient. • No evidence of appropriate use of selectors. • Code is messy and difficult to follow. • Inefficient and ineffective CSS. 	<ul style="list-style-type: none"> • Too many rules controlling the same thing when one rule could work. • Many selectors are inappropriate. • Code is messy and incorrectly formatted. • Too much repetition of CSS rules. • CSS is inefficient. 	<ul style="list-style-type: none"> • Good application of CSS to control common page elements. • Mostly appropriate mix of selectors. • Code is mostly neat and correctly formatted. • Only a few unnecessary rules. 	<ul style="list-style-type: none"> • Excellent application of broad rules controlling like-elements on all pages. • Appropriate mix of selectors to control broad and specific elements. • CSS code is neat and formatted appropriately. • No repetition or unnecessary rules. 	
	0 – 5 Marks	6 – 9 Marks	10 – 14 Marks	15 – 20 Marks	

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POE: Document					
Improvements [10 Marks]	<ul style="list-style-type: none"> Very little or no effort made to improve on Part 1 and very little of no effort to document this. 	<ul style="list-style-type: none"> There was some effort to improve on Part 1 and do document this – but further development is required. 	<ul style="list-style-type: none"> Feedback was somewhat taken into account. Improvements were implemented and documented, but more could have been done. 	<ul style="list-style-type: none"> Feedback from Part 2 was thoroughly taken into consideration and discussed in the document. Appropriate decisions were made regarding implementation of improvements and these were actioned and clearly documented. 	
	0 – 3Marks	4 – 5 Marks	6 – 8 Marks	9– 10 Marks	

Marking Criteria	<i>Fail/Does not meet the required standard (0% – 49%)</i>	<i>Average/meets the required standard (50% – 64%)</i>	<i>Above average/is above the required standard (65% – 74%)</i>	Excellent (75% – 100%)	Feedback
POE: JavaScript / jQuery					
Inclusion of one JavaScript of jQuery item [10 Marks]	<ul style="list-style-type: none"> No attempt or an incorrect attempt at using JavaScript or jQuery. No documenting of the process. 	<ul style="list-style-type: none"> There was a limited attempt as including a JavaScript of jQuery element but it did not work. There was limited or no coverage of the attempt in the process document. 	<ul style="list-style-type: none"> At least one JavaScript or jQuery elements was deployed but did not fully function as desired. The sourcing and implementing of the JavaScript or jQuery element was documented in the process document. 	<ul style="list-style-type: none"> At least one JavaScript or jQuery element was successfully deployed on one of the web pages. The sourcing and implementing of the JavaScript or jQuery element was meticulously documented in the process document. 	
	0 – 3Marks	4 – 5 Marks	6 – 8 Marks	9– 10 Marks	

Marking Criteria	<i>Fail/Does not meet the required standard (0% – 49%)</i>	<i>Average/meets the required standard (50% – 64%)</i>	<i>Above average/is above the required standard (65% – 74%)</i>	Excellent (75% – 100%)	Feedback
POE: Responsiveness					
Use of relative values and media query for responsiveness [20 Marks]	<ul style="list-style-type: none"> Zero or very limited effort put into trying to make the website responsive. Zero or very limited documenting of responsiveness. 	<ul style="list-style-type: none"> Limited effort at using relative values to adjust page elements to screen width. Some effort to use a media query – but did not work properly. Some effort at documenting measures taken to make the website responsive. 	<ul style="list-style-type: none"> Good use of relative values to adjust page elements to screen width – but does not work perfectly. Good use of media query to adjust CSS styling for a mobile screen width – but some adjustments are not appropriate. Good documenting of measures taken to make the website responsive. 	<ul style="list-style-type: none"> Excellent use of relative values to adjust certain page elements to screen width. Excellent use of a media query to adjust CSS styling appropriately for a mobile screen width. Meticulous documenting of all measures taken to make the website responsive. 	
	0 – 4.5 Marks	5 – 9.5 Marks	10 – 14.5 Marks	15 – 20 Marks	

Marking Criteria	<i>Fail/Does not meet the required standard (0% – 49%)</i>	<i>Average/meets the required standard (50% – 64%)</i>	<i>Above average/is above the required standard (65% – 74%)</i>	Excellent (75% – 100%)	Feedback
POE: SEO					
Documenting and implementing of Search Engine Optimisation [20 Marks]	<ul style="list-style-type: none"> Zero or incorrect documenting of SEO. Zero of incorrect implementation of SEO. 	<ul style="list-style-type: none"> Limited documenting of SEO. Limited implementation of SEO. 	<ul style="list-style-type: none"> Good documenting of effective on-page SEO. Good implementation of SEO – with a few things missing. Good documenting of implementation. 	<ul style="list-style-type: none"> Excellent documenting of what constitutes effective on-page SEO. Explanations demonstrate excellent understanding of SEO. Outstanding implementation of SEO and documenting of implementation in the process document. 	
	0 – 5 Marks	6 – 9 Marks	10 – 14 Marks	15 – 20 Marks	

Marking Criteria	<i>Fail/Does not meet the required standard (0% – 49%)</i>	<i>Average/meets the required standard (50% – 64%)</i>	<i>Above average/is above the required standard (65% – 74%)</i>	Excellent (75% – 100%)	Feedback
POE: Deployment Steps					
Documenting of the steps to taking a website online [20 Marks]	<ul style="list-style-type: none"> Zero or very limited effort to discuss publishing steps. If there was any attempt – the information was mostly confused and/or incorrect. 	<ul style="list-style-type: none"> There was an attempt in the process document to discuss the steps to publish a website, but the information was not clear, the steps were not chronological and the explanations and instructions were confusing. 	<ul style="list-style-type: none"> Process document contains a section called “Publishing Steps” that covers the steps required to take a website live. However, there is limited explanation and/or the steps are not completely clear. 	<ul style="list-style-type: none"> Process document contains a section called “Publishing Steps” that meticulously covers the steps required to take a website live online. The steps should be chronologically ordered and include explanations and practical instructions. 	
	0 – 5 Marks	6 – 9 Marks	10 – 14 Marks	15 – 20 Marks	

Marking Criteria	<i>Fail/Does not meet the required standard (0% – 49%)</i>	<i>Average/meets the required standard (50% – 64%)</i>	<i>Above average/is above the required standard (65% – 74%)</i>	Excellent (75% – 100%)	Feedback
POE: Process Document/Submission					
Process Document and Quality of Submission [20 Marks]	<ul style="list-style-type: none"> No process document, or a document lacking the necessary information, headings and structure as stipulated in the brief. Submission was not according to the Submission Requirements in the brief. 	<ul style="list-style-type: none"> Process document was not very clear. Information was presented in a haphazard or unstructured way. Very limited use of screen grabs. Submission did not follow the Submission Requirements as per the brief. 	<ul style="list-style-type: none"> Very good process document that followed the correct headings as per the brief. Most information was clear with headings, screen grabs and only a few errors. Submission mostly followed the Submission Requirements as per the brief. 	<ul style="list-style-type: none"> Excellent process document that followed the correct headings as per the brief and presented all information clearly with headings, screen grabs (where appropriate) and very few errors. Submission followed exactly the Submission Requirements as per the brief. 	
	0 – 5 Marks	6 – 9 Marks	10 – 14 Marks	15 – 20 Marks	