

MARKING CRITERIA and STUDENT FEEDBACK

This section details the assessment criteria. The *extent* to which these are demonstrated by you determines your mark. The marks available for each criterion are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Common Assessment Criteria Applied	Marks Available	Marks Awarded
1. Engagement with Literature Skills		
As per assessment brief, there is some expectation that you carry out a comprehensive research activity that examines website usability, accessibility and SEO. Although there is discussion, why did you not document where the information has come from - this is what research is all about. More importantly, you can apply this research to the practical elements of this assignment	20	7
2. Knowledge and Understanding Skills		
Back to the assessment requirements, it does state that you are to use validation/accessibility tools on your website (no evidence). However, you have provided some evaluation, but does not cover the breadth of the work that has been submitted. If this was a problem in the understanding, you should have talked to the lecturer	20	5
3. Cognitive and Intellectual Skills		
4. Practical Application Skills		
Website is somewhat simplistic (considering this is a Level 4 module). Generally, all sites start with index.html (this was discussed in lectures). Although you have handcrafted a website, you must understand that there are frameworks e.g., Bootstrap that are available to make sites more responsive for modern browsing (was this a result of starting work late). Also, there is no accessibility/validation testing	40	16
5. Transferable Skills for Life and Professional Practice		
Generally a well presented report that covered the suggested elements from the assignment brief (did you read them correctly). For completeness, you may want to review referencing within the report and how to apply this to the body of report.	20	12

Assignment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	Late Submission Penalties (tick if appropriate)		40
	Up to four weeks late		
	1st/2nd/3rd attempt?	1st	