

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
General Comments		
You demonstrated knowledge of website development but lacked engagement with literature and proper referencing. You have a solid understanding of product design, good data interpretation, and evidence-based argumentation skills. Your practical and transferable skills are good, but improving attendance, web design skills, and task management is recommended for further growth	100	46
1. Engagement with Literature Skills		
While you demonstrated knowledge of website development. You haven't included any engagement with literature. You should have included a bibliography and referenced the sources throughout the presentation	20	4
2. Knowledge and Understanding Skills		
You have a strong understanding of basic product design concepts and principles, forming a solid foundation for further growth. To enhance your expertise, engage more critically with these concepts, apply them to advanced problems, and explore new trends and innovations in the field.	15	10
3. Cognitive and Intellectual Skills		
You demonstrate good skills in interpreting data and constructing evidence-based arguments in Cognitive and Intellectual Skills. To improve, consistently apply this to all aspects of your work, ensuring your arguments are fully developed and integrated into a coherent framework for innovative and insightful judgments	15	7
4. Practical Application Skills		
Your practical skills are strong, demonstrating good use of basic methods, materials, tools, and techniques, with excellent contextual consideration and problem-solving. To improve, explore advanced techniques, innovate on complex design problems, and document your process for continuous improvement, pushing the boundaries of your practical abilities	20	10
5. Transferable Skills for Life and Professional Practice		
Your transferable skills are good, with accurate, coherent, and well-organized work, demonstrating versatility and professionalism in both independent and team settings. To improve, enhance your attendance, web design skills, and task management to further boost your effectiveness and reliability in professional environments	30	15

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)		46
	Late Submission ?		
	1st/2nd/3rd attempt?	1st	