

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		
Overall satisfactory report which could have been significantly better if it included more discussion around the development of your product. Remember to read the assignment to make sure you include all aspects of what is required for your role. Inclusion of reference supports your discussion and is important aspect for any report.	100	40
1. Engagement with Literature Skills		
While you have discussed how competitors work, there is no evidence of any referencing being used throughout the document. It was expected that you would use external referencing through the document and include a reference section at the end of the document. It is important to read the assignment to make sure you align with what is required.	20	5
2. Knowledge and Understanding Skills		
You have shown knowledge and understanding of the product and what you are building, the quality of the report is somewhat lacking. You have included areas outside your remit and there is a lack of a technical discussion regarding how you have built the website.	15	6
3. Cognitive and Intellectual Skills		
The idea of embedding the video is ok, however there is a lack of discussion around what the website is doing and how you have built it.	15	5
4. Practical Application Skills		
The product design is an excellent idea, however you lack the discussion on how the website works and what technology you have used to build it. You have briefly discussed the features more in-depth discussion would have gained more marks.	20	10
5. Transferable Skills for Life and Professional Practice		
While the flow of the document is ok, you have included areas not required for your report. You have shown a satisfactory evidence of working in a team environment however according to the team meeting minutes you have been absent from a high number of meetings. The report is lacking depth and should have included more technical development around the product.	30	14

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