

1704446 Christine Woods Web design and marketing

by Christine Woods

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FINAL GRADE

GENERAL COMMENTS

Instructor

87 /100

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GRADING FORM: UWTSD GRADING FORM

CHRISTINE WOODS

87

1. RESEARCH LITERATURE

Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.



Citations: ////////// Well-formatted reference list.

18

2. KNOWLEDGE AND UNDERSTANDING

Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.



Web builders. Web design principles. Usability guidelines. Blog / Vlog. E-commerce. E-mail marketing. Logo design. SM Man. Tools. - Analytics.

19

3. ANALYSIS

Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence.



Excellent builder evaluation. Web design, Online marketing, e-commerce, blog, vlog. Principles and Guidelines. Very good.

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4. PRACTICAL APPLICATION

Deployment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems.



Website. Logo design. Blog. Photo design. E-commerce. Video creation, Vlog. Online Marketing. - SM Management, Analytics.

25

5. PROFESSIONAL PRACTICE

Attributes in professional practice: individual and collaborative working; deployment of appropriate media; presentation and organisation.



Good consistent slides. Good eye contact with audience. - Reading to slides a bit too much at times. - White text on grey background, contrast could be increased. Excellent Handout.

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