

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		
A well laid out and researched report that contains the requested sections, some improvements include more referencing within your assignment and the showing of evidence for the accessibility testing. But overall a very good submission.	100	77
1. Engagement with Literature Skills		
A clear and well laid out report that included references to academic papers on SEO, accessibility and usability . In addition you have referenced sources within your report, but more could have been done here to show the sources you used to prepare your report and website.	20	13
2. Knowledge and Understanding Skills		
A clearly designed website that makes use of a full range of web standard languages such as HTML, CSS, JavaScript and Bootstrap. You have used these languages to include many features such as carousels, expanding text, pop ups, as well as questionnaires. Your website also works fully on devices of various size as well.	15	13
3. Cognitive and Intellectual Skills		
You have validated your CSS and HTML and described the changes you need to make, you have also discussed the accessibility validation you performed but not show any screenshot evidence of this. Your evaluation goes into much detail on the design of the website and how it meets the SEO, usability and accessibility directives with improvements also discussed.	15	10
4. Practical Application Skills		
A clear website with content focused on the subject that includes many features. Your website is well laid out and works cleanly on devices of various sizes. One criticism is the variety of layout and features in different places can make it difficult to identify all content on a page, but this is a minor point that does show the variety of the content and features used.	e	15
5. Transferable Skills for Life and Professional Practice		
Your report is well laid out and includes all the requested sections. It is clear in its use of language, but does include spelling and grammar errors, and is enhanced by the clear layout you have used.	10	7

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)

Late Submission ?

1st/2nd/3rd attempt?

1st

77