

Student: Steven Moore

Common Assessment Criteria Applied	Marks available	Marks awarded
1. Research-informed Literature Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.		
A (very!) brief description of the applications, including similarities and differences in their mechanics and interfaces. Consideration of the target user groups for the applications. Is there any overlap or potential to encourage users of one application to migrate to the other? Twitter and Mastodon home pages should be referenced. Don't just list Schneiderman's rules, discuss how each of the interfaces supports them. Good points on the user groups.	15 15	8 10
2. Knowledge and Understanding of Subject Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.		
What elements of psychology, usability, design and copyrighting are significant and how these interact to provide an emotionally satisfying user experience? Are there any elements that don't work? Good examples used in discussing this, and good linkage to Nielsen's Heuristics. It would be useful to look at some of the examples in more detail.	40	25
3. Analysis Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence		
If a user of one system decides to try another system then what elements are likely to feel comfortable or uncomfortable? Are there any features that might be missed? More discussion needed.	20	10
4. Practical Application and Deployment Deployment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems.		
	0	
5. Skills for Professional Practice Attributes in professional practice: individual and collaborative working; deployment of appropriate media; presentation and organisation.		
Document presentation and appropriate references to the research literature. What you've called a bibliography is actually a reference list – you've referred to each of them in the body of the text. The list should be left-justified. More references are needed overall. All text should be the same colour. Don't repeat the questions in the text, as they just use up words that you could better use with your own words answering them. Similarly, in the conclusion don't say what the report has done, give the results of the analysis. The first half of the paragraph could be removed and you'd still have a good conclusion.	10	5

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)		58%
	Up to one week late		
	First Attempt?		