

Student: Theresa Darzins

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? Covers the basics but needs a lot more detail. What functionality does the interface have? Who are the target groups? What are the demographics?	15	6
	15	4
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? Some good points, but a lot of the things you're discussing are about the applications as a whole, not about their interfaces. Its use in education, for instance is irrelevant. It would be better to talk about the usability of the interface. What controls are available? Are they easy to recognise for the new user? Do they both use similar icons?	40	14
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? Again, there are some good reasons given but not enough detail relating to interface issues rather than more general issues.	20	7
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. Don't just submit a set of tables. You need a well structured report with tables that supplement what is in the text rather than replacing the text. Plenty of references, but the citation numbers should be in the main text not as superscripts.	10	4

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)		35 %
	Up to one week late		
	First Attempt?		