**Coursework Brief**

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| **Academic year and term:** | 2017/18 – Semester-1, Year 1 |
| **Module title:** | Web Development |
| **Module code:** | QAC020C153A |
| **Module Convener:** |  |
| **Learning outcomes assessed within this piece of work as agreed at the programme level meeting** | *On successful completion of this module students will be able to*   1. Gain knowledge and understanding of state-of-the-art web design technologies 2. Demonstrate the ability to design, develop, test and evaluate interactive websites. 3. Demonstrate the ability to deploy web application online by building a local server and uploading files to the internet. 4. Understand and apply interface design principles to develop usable and accessible websites. |
| **Type of assessment:** | Coursework 1: Design, develop and deploy source code. |
| **Assessment deadline:** | Coursework 1: Design, develop and deploy Source Code. This should be submitted via Moodle as a word file which should contain screen shots of the source code and associated documents (see the deliverables required on page 2 for Coursework 1) |

**Coursework’s**

Your assignment consists of two coursework’s: Coursework 1 is the design, development and deployment of a website for Gaia (worth *60%* of the total marks of the assignment), and coursework 2 is a report consisting of critical commentary on coursework one (worth *40%* of the total marks of the assignment). Both coursework’s are individual pieces of work. Coursework 1 will assess learning outcomes 2 & 3 whereas Coursework 2 will assess learning outcomes 1 & 4.

**Coursework 1: Design, develop and deploy Source Code**

You are progressing well as a junior web designer for a leading website development firm RavTech Ltd. An opportunity has arisen for you to consult on a project for an organic produce company, known as Gaia. Gaia manage acres of green land where they grow and harvest organic foods. They provide a pick-your-own facility once a year, and run a small farm shop nearby where they sell organic farm products, such as fruits, vegetables and meat. In addition, the public can visit the farm for a small fee. They are now looking to increase their online presence.

They have two objectives:

1. To design a new website that grows the business.
2. To raise awareness of the health benefits of organically grown food and environmental sustainability.

The client (Gaia) will use the website to promote their company and the services they offer. The client will also use the website as a point of contact for their customers. The website should be simple to use and must consider customer experience during the design and development stages. You will design a front-end website using suitable design tools and technologies such as Adobe brackets or sublime text-2, HTML, CSS and JavaScript.

**Deliverables**

You should submit this assignment as a word document (500 words) via moodle/turnitin and must include the following:

* ***Design* documentation:** This should include annotated sketch diagrams/wire-frames; colour schemes and style patterns etc. Your report will show how you have addressed accessibility in your design e.g. checks on user input, different colour patterns for the visually impaired.
* ***Development:*** This should include screen shots of the website and the original code for the site in plain text with *code comments.*
* ***Testing*** **and validation:** Your work should include the following evidence for cross browser compatibility, link checking, HTML & CSS validation check and steps taken to remove errors;

1. Screen shots of the website running on at least two web browsers e.g. Internet Explorer or Google Chrome or any other browser for cross browser compatibility
2. Screen shots of all website pages with working links
3. Screen shots of HTML & CSS validation including steps taken to remove any errors. (Hint: you could use <https://validator.w3.org/> for HTML validation and <https://jigsaw.w3.org/css-validator/> for CSS validation)

* ***Deployment:*** Setting up a WAMP/XAMPP server or any free hosting to demonstrate understanding of how to upload files on the internet. Screenshot evidence is required to demonstrate successful installation of WAMP/XAMPP server for web hosting.

**Coursework 1 is worth 60% of the overall assignment**. The marking criteria are outlined below.

**Marking Criteria - Coursework 1**

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| **Functionality** | **Deliverables** | **Marks** | |
| User Interface | A simple yet professional looking interface and system to link the pages (minimum four pages). The site should display a welcome message for customers and a brief background about the company. | 15 | |
| Use of pictures and Tables | Users should be able to view pictures of services offered and business hours should also be displayed in table form | 10 | |
| Customer data | A system for receiving queries from customers | 10 | |
| Innovation (e.g. use of Google Map etc.). | Contact area (preferably address map pulled from Google Maps, or similar). | 15 | |
| Use of Audio/Visual Display | The use of HTML elements to embed a visual/audio object within the webpage to draw customers’ attention to the latest company news | 10 | |
| Browser Compatibility | Show evidence of cross-browser compatibility (at least 2 major browsers e.g. Google Chrome, Internet Explorer) for browser optimisation. Perform HTML/CSS validation and steps taken to remove errors. | 25 | |
| Deployment | Successful installation of XAMPP or WAMP and evidence of deploying and running the website from local server. | 15 | |
|  | | | **100** |