



**Unit:  
Designing and Developing a Website**

**Assignment title:  
NCC Sports**

**Sample Marking Scheme**

Markers are advised that, unless a task specifies that an answer be provided in a particular form, then an answer that is correct (factually or in practical terms) **must** be given the available marks. If there is doubt as to the correctness of an answer, the relevant NCC Education materials should be the first authority.

This marking scheme has been prepared as a **guide only** to markers and there will frequently be many alternative responses which will provide a valid answer.

Each candidate's script must be fully annotated with the marker's comments (where applicable) and the marks allocated for each part of the tasks.

**Throughout the marking, please credit any valid alternative point.**

**Where markers award half marks in any part of a task, they should ensure that the total mark recorded for the task is rounded up to a whole mark.**

**Marker's comments:**

**Moderator's comments:**

**Mark:**

**Moderated mark:**

**Final mark:**

**Penalties applied for academic malpractice:**

Task	Guide	Maximum Marks
1	<p><b>Task 1 – HTML</b>  <b>Correctly structured pages (Max 20 marks) as below:</b></p> <ul style="list-style-type: none"> <li>• <b>Features between 7 and 10 HTML pages (1 mark)</b></li> <li>• <b>Usable in two web browsers including a mobile device (1 mark)</b></li> <li>• <b>Be viewable on monitors with screen resolutions of 1024x768 without users having to scroll horizontally (1 mark)</b></li> <li>• <b>Booking form button (1 mark)</b></li> <li>• <b>Integrate and use a range of media appropriately including a background video that automatically plays (up to 3 marks)</b></li> <li>• <b>Relevant social media buttons and search bar (2 marks)</b></li> <li>• <b>Open Registration form to subscribe to the newsletter (1 mark)</b></li> <li>• <b>Inclusion of twitter feed (2 marks)</b></li> <li>• <b>Book online form well highlighted including accessibility features (2 marks)</b></li> <li>• <b>Demonstrate a good application of web design principles and include at least two different accessible features for disabled users (3 marks)</b></li> <li>• <b>Links to media coverage eg Olympics news feed (1 marks)</b></li> <li>• <b>Hidden menu changes (eg hamburger menu style) (2 marks)</b></li> </ul>	<hr/> <p style="text-align: right;"><b>20</b></p>
1	<p><b>HTML Form (Max 5 marks) as below:</b></p> <ul style="list-style-type: none"> <li>• <b>Correctly structured (1 marks)</b></li> <li>• <b>Email subscription email button/box (1 mark)</b></li> <li>• <b>Choice and use of form elements (1 mark for elements that are appropriate for website – 0 marks for elements which are not wholly appropriate),</b></li> <li>• <b>Layout of the form (max 1 mark for well laid out and shows a range of form elements used appropriately have the potential to score highly.</b></li> <li>• <b>Accessibility given consideration in the form. (1 mark)</b></li> </ul>	<hr/> <p style="text-align: right;"><b>5</b></p>
1	<p><b>Integration and embedding of functional media (Max 5 marks) as below:</b></p> <ul style="list-style-type: none"> <li>• <b>Appropriate choice over the quality, file size and type of media (1 mark )</b></li> <li>• <b>Integrated successfully using HTML including links to social media (up to 2 marks)</b></li> <li>• <b>Accessibility given consideration in the HTML (up to 2 marks)</b></li> </ul>	<hr/> <p style="text-align: right;"><b>5</b></p>
1	<p><b>Total</b></p>	<hr/> <p style="text-align: right;"><b>30</b></p>

Task	Guide	Maximum Marks
2	<p><b>Task 2 – CSS</b></p> <p><b>CSS (max 7 marks) as below:</b></p> <ul style="list-style-type: none"> <li>• <b>CSS is efficient and accurate (max 3 marks for wholly efficient and accurate coding and deduct 1 mark for each error up to a maximum of 3 marks)</b></li> <li>• <b>Correctly structured CSS (2 marks)</b></li> <li>• <b>CSS applied to all the pages in the site (2 marks, deduct 1 mark for any errors)</b></li> </ul>	7
2	<p><b>CSS elements (max 18 marks) as below:</b></p> <ul style="list-style-type: none"> <li>• <b>CSS includes a range of complex properties and selectors used (max 3 marks, reduce the marks by one for simple or inappropriate/inaccurate properties and selectors)</b></li> <li>• <b>CSS includes a wide range of accurate and efficient properties (max 3 marks – deduct 1 mark for each inappropriate or inaccurate properties up to a max of 2 marks)</b></li> <li>• <b>Good use of properties to set page for mobile device (max 3 marks, deduct one mark for each error up to a max of 2 marks)</b></li> <li>• <b>Accurate CSS to enhance the boxes such as border-radius, box-shadow, hover etc (max 3 marks – deduct 1 mark for each inappropriate or inaccurate property up to a max of 3 marks)</b></li> <li>• <b>Add in a mediatorule which creates a responsive navigation menu which can be displayed horizontally on large screens and vertically on small screens (up to 3 marks) – deduct 1 mark for each inappropriate or inaccurate property up to a max of 3 marks</b></li> <li>• <b>Include on-page text search to allow users to find content in page using appropriate jQuery (max 3 marks – deduct 1 mark for each inappropriate or inaccurate property up to a max of 3 marks)</b></li> </ul>	18
2	<b>Total</b>	25

<b>3</b>	<b><i>Test the Website and Write a Test Report</i></b> <ul style="list-style-type: none"> <li><b><i>Output from the WC3 validator is presented clearly and neatly (3 marks)</i></b></li> </ul>	<b>3</b>
<b>3</b>	<ul style="list-style-type: none"> <li><b><i>Output from the Accessibility test is presented clearly and neatly (3 marks)</i></b></li> </ul>	<b>3</b>
<b>3</b>	<ul style="list-style-type: none"> <li><b><i>Award 6 marks if no validation errors are found on both validator tests. Reduce marks for validation errors with no explanation.</i></b></li> <li><b><i>Reward 0 marks for invalid website tested with no explanations</i></b></li> </ul>	<b>6</b>
<b>3</b>	<ul style="list-style-type: none"> <li><b><i>Award 3 marks for clear descriptions of differences between browsers and the reasons for these. If the site works effectively in both browsers award full 3 marks.</i></b></li> </ul>	<b>3</b>
<b>3</b>	<b><i>Total:</i></b>	<b>15</b>

4	<p><b>Task 4 – Critical Evaluation</b></p> <ul style="list-style-type: none"> <li>• <b>Produce a written report of 500 words analysing the website you have submitted. (4 marks for well formatted and accurate report (SPAG).</b></li> </ul>	4
4	<ul style="list-style-type: none"> <li>• <b>Evaluation and understanding of accessibility issues with specific reference to the two accessibility features that have been included (3 marks)</b></li> </ul> <p><b>If only one feature discussed award a maximum of one mark.</b></p>	3
4	<ul style="list-style-type: none"> <li>• <b>Evaluate the effectiveness of the CSS and what improvements you feel could be made to improve this.</b></li> </ul> <p><b>If more of a description than evaluation award a maximum of two marks.</b></p> <p><b>If no improvements identified or necessary award a maximum of four marks.</b></p>	5
4	<ul style="list-style-type: none"> <li>• <b>Explanation of the advantages and disadvantages of using user-centred web design when designing and creating a website</b></li> </ul> <p><b>If only one advantage and one disadvantage of using user-centred web design award a maximum of two marks.</b></p>	4
4	<ul style="list-style-type: none"> <li>• <b>Explanation of the advantages and disadvantages of dedicated web hosting.</b></li> </ul> <p><b>If only one advantage and one disadvantage identified then award a maximum of two marks.</b></p>	4
4	<ul style="list-style-type: none"> <li>• <b>Recommend ideas for improvement and further development.</b></li> </ul> <p><b>Award up to three marks maximum for recommended ideas.</b></p> <p><b>Award up to three marks maximum for identified further development.</b></p>	6
4	<ul style="list-style-type: none"> <li>• <b>Award 2 marks for clear descriptions of how the site works for disabled users.</b></li> <li>• <b>Award up to 2 if the site works effectively on a mobile device .</b></li> </ul>	2 2
<b>Total</b>		<b>30</b>

## Learning Outcomes matrix

<b>Task</b>	<b>Learning Outcomes assessed</b>	<b>Marker can differentiate between varying levels of achievement</b>
<b>1</b>	<b>1, 2, 3</b>	<b>Yes</b>
<b>2</b>	<b>1, 2, 3</b>	<b>Yes</b>
<b>3</b>	<b>4, 5</b>	<b>Yes</b>
<b>4</b>	<b>3, 6</b>	<b>Yes</b>

## Grade descriptors

<b>Learning Outcome</b>	<b>Pass</b>	<b>Merit</b>	<b>Distinction</b>
<b>Design a website to address loosely-defined requirements</b>	<b>Provide adequate design to address the specification</b>	<b>Provide detailed and appropriate design to address the specification</b>	<b>Provide wholly appropriate and innovative design that meets the specification</b>
<b>Use web development tools to build HTML- and CSS-based websites to address well-defined specifications</b>	<b>Demonstrate adequate and appropriate ability to build artefact</b>	<b>Demonstrate sound and consistently appropriate ability to build artefact</b>	<b>Demonstrate exceptional ability to build artefact</b>
<b>Understand the technology and tools needed to use multimedia in the context of a website</b>	<b>Demonstrate adequate level of understanding</b>	<b>Demonstrate robust level of understanding</b>	<b>Demonstrate highly comprehensive level of understanding</b>
<b>Develop test strategies and apply these to a website</b>	<b>Show adequate development</b>	<b>Show sound and appropriate development</b>	<b>Show innovative and highly appropriate development</b>
<b>Understand the need for Web standards</b>	<b>Demonstrate adequate level of understanding</b>	<b>Demonstrate robust level of understanding</b>	<b>Demonstrate highly comprehensive level of understanding</b>
<b>Understand the concepts associated with using the Internet and the World Wide Web for business</b>	<b>Demonstrate adequate level of understanding</b>	<b>Demonstrate robust level of understanding</b>	<b>Demonstrate highly comprehensive level of understanding</b>