Unit:
Designing and Developing a Website

Assignment title:
New Line Running Club

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	• Correctly structured pages, displays properly in specified browsers, viewable at 1024x768, links work correctly, well designed (navigation, consistency, layout). Don't consider the HTML for the form and integration of media in this mark.	**10**
	• HTML Form. Correctly structured, choice and use of form elements, layout of the form. Forms that show a range of form elements used appropriately have the potential to score highly. Accessibility given consideration in the form.	**8**
	• Integration and embedding of functional media. Appropriate choice over the quality, file size and type of media, integrated successfully using HTML. Accessibility given consideration in the HTML.	**7**
		25
2	• CSS is efficient, correctly structured and applied to all the pages in the site.	**10**
	• Range and complexity of properties and selectors used. CSS documents that feature a wide range of properties and selectors used effectively have the potential to score highly.	**15**
		25
3	• Output from the validator is presented clearly and neatly.	**8**
	• Give full marks if no validation errors are found or minor validation problems are found and correct explanations for errors are given in the report. Reduce marks for validation errors for which no explanation is supplied. For a largely invalid web site with no explanations, award no marks.	**6**
	• Clear descriptions of differences between browsers and the reasons for these. If the site works effectively in both browsers award full marks.	**6**
		20
4	• Shows an understanding of advantages and disadvantages of website, with sensible ideas for improvement and further development.	**6**
	• Understanding of accessibility issues.	**6**
	• Understanding of designing for mobile devices.	**6**
	• Explanation of the advantages and disadvantages of using various types of multimedia file formats	**6**
	• Explanation of the advantages and disadvantages of different types of multimedia elements in relation to different contexts	**6**
		30

Learning Outcomes matrix

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

Grade descriptors

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