



**Unit:
Designing and developing a website**

**Assignment title:
Bean Boutique Coffeeshop**

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 1 (LO 1, 2, 3) – 25 Marks

HTML

The website must be developed using HTML 5 **and** feature a minimum of SIX (6) interlinked pages which can also be viewed on a mobile device. The website must feature the content described above **and** meet the following criteria:

- Researched relevant content to inform the design of the website.
- Be usable in at least TWO (2) different web browsers including being optimised for mobile devices and responsive design. You should consult your tutor for guidance on the specific browsers and versions you should use.
- Include relevant images of coffee shop drinks you have selected from your research including the use of headers, sections and footers.
- Home Page:
 - Minimal text with visuals to break up the written content.
 - Navigation bar (with links inside the bar and hover over tabs)
 - Responsive design and at least one plugin
 - Header
 - Sections
 - Footer (including social media links)
- Reviews page: with responsive contact section including first name, last name, and submit button (through email)
- Coffee selection and coffee shop`s unique blends page with responsive resize design and including two different plug-ins, catalogue style and animated text search for products.
- Basket – Page created which allows the customers to add products to their basket.

Mark Scheme

Task	Guide	Maximum Marks
1	<ul style="list-style-type: none"> • Researched relevant content to inform the design of the website 	1
	<ul style="list-style-type: none"> • Be usable in TWO (2) different web browsers <ul style="list-style-type: none"> ○ 2 marks if works in TWO (2) different web browsers ○ 1 mark if it only works in ONE (1) web browser 	2
	<ul style="list-style-type: none"> • Optimised for responsive design 	1
	<ul style="list-style-type: none"> • Relevant images of coffee blend selection selected from research <ul style="list-style-type: none"> ○ 2 marks if the images selected are fully relevant to the scenario ○ 1 mark if the images are not wholly appropriate 	2
	<ul style="list-style-type: none"> • Minimal text with visuals to break up the written content <ul style="list-style-type: none"> ○ 2 marks if text on all pages is well broken up with visuals. ○ 1 mark if few text elements are broken up with visuals 	2
	<ul style="list-style-type: none"> • Navigation bar <ul style="list-style-type: none"> ○ Links inside the bar ○ Hover over tabs <ul style="list-style-type: none"> ▪ If there is a navigation bar on all pages but the links are missing or hover over tabs do not work correctly (max 4 marks) ▪ If there is a navigation page on most pages but the links are missing or hover over tabs do not work correctly (max 3 marks) ▪ If the navigation bar, links, and hover-over tabs are poorly designed across any of the pages (max 2 marks) ▪ If the THREE (3) elements are missing on any page (max 1 mark) 	4
	<ul style="list-style-type: none"> • 3 Suitable Plugins added <ul style="list-style-type: none"> ○ 3 marks for THREE (3) different plugins added across the Coffee selection, coffee shop`s blends and brewing equipment pages. ○ 2 marks for fully functioning plugins ○ 1 mark for plugins that are not effective or do not fully function 	3
	<ul style="list-style-type: none"> • Header and Footer 	1
	<ul style="list-style-type: none"> • Sections 	1
	<ul style="list-style-type: none"> • Review page (contact section) <ul style="list-style-type: none"> ○ 2 marks for responsive contact section including first name and last name (deduct max 1 mark for any errors) ○ 1 mark for the submit button (through email) 	3

	<ul style="list-style-type: none"> • Coffee selection, coffee shop blends and brewing equipment pages with catalogue style <ul style="list-style-type: none"> ○ 2 marks for catalogue-style across all THREE (3) pages -deduct one mark if one page does not include this ○ 1 mark for the animated search button 	3
	<ul style="list-style-type: none"> • Basket <ul style="list-style-type: none"> ○ 2 marks for a fully functioning shopping cart ○ 1 mark for any errors 	2
1		Total 25 marks

Task 2 (LO 1, 2, 3) – 25 Marks

CSS

Create an external CSS file that specifies the design for the website. Each of the HTML pages must link to this CSS file. There should be no use of the style attribute **or** the <style> element on the website.

The boxes on the home page should include relevant elements such as border-radius, box shadow, hover etc.

Include on-page animated text search to allow users to find content on the page.

Mark Scheme

Task	Guide	Maximum Marks
2	<ul style="list-style-type: none"> • Creation of CSS file: <ul style="list-style-type: none"> ○ Mobile-friendly block design (2 marks). (1 mark for mobile friendly and 1 mark for block design) ○ No use of style attribute or <style> element on the website (1 mark). ○ Efficient and accurate coding (2 marks). Any errors in the coding or inefficient coding (1 mark) ○ CSS applied to all pages (2 marks). (1 mark if applied to ONE (1) or more pages) ○ Range of complex properties and selector (2 marks). (1 mark for complex properties and 1 mark for selector) ○ Good use of page properties for mobile devices (2 marks). 1 mark if attempted but does not fully work. 	11
	<ul style="list-style-type: none"> • On page search which works (2 marks). • 1 mark if the search has errors. 	2
	<ul style="list-style-type: none"> • CSS navigation bar 	1
	<ul style="list-style-type: none"> • CSS slide show 	1
	<ul style="list-style-type: none"> • CSS header (1mark) / footer (1mark) 	2
	<ul style="list-style-type: none"> • Responsive contact section 	1
	<ul style="list-style-type: none"> • Responsive rezie design 	1
	<ul style="list-style-type: none"> • Reviews page (1 mark for QA, 1 mark for QA which works, 1 mark for the search button and 1 mark for the search button that is animated) 	4
	<ul style="list-style-type: none"> • Responsive image grid 	1
	<ul style="list-style-type: none"> • Overlaid with transparent text 	1
2		Total 25 marks

Task 3 (LO 4, 5) – 15 Marks

Test the website and write a test report

You must use the W3C validation service (<http://validator.w3.org/>) to check your HTML **and** CSS code. You should attempt to remove as many non-compliant features as possible. Make sure the *show source* is selected **and** save the output from this tool.

You must also test your website for accessibility using a relevant screen reader **and** note the findings from the testing. You should also describe how the site works for disabled users.

You must test your website on TWO (2) browsers and describe the differences between the browsers and the reasons for these.

Investigate the test discrepancies and identify and rectify their causes. Produce a summary outlining what you have found supported with screenshots to show the amendments you have made.

Write a short report assessing the suitability of your testing. Provide an evaluation of any outstanding problems and recommendations for how these could be fixed. Explain the role of the W3C.

The written part of your report should not exceed FIVE HUNDRED (500) words.

Mark Scheme

Task	Guide	Maximum Marks
3	<ul style="list-style-type: none">• Output from the WC3 validator is presented clearly and neatly (2 marks)• Output from the W3C validator is presented but lacks clarity and neatness (1 mark)	2
	<ul style="list-style-type: none">• Output from the Accessibility test is presented clearly and neatly (1 mark) testing on TWO (2) browsers (1 mark) with a good explanation of the differences and reasons for these (1 mark)	3
	<ul style="list-style-type: none">• Award 4 marks if no validation errors are found on both validator tests and a detailed explanation is given. Reduce marks for validation errors with no explanation.• Max 3 marks for evidence of testing both from WC3 validator and output from accessibility test and no errors found and good explanation.• Max 2 marks for evidence of testing from WC3 validator and output from accessibility test with limited explanation• Max 1 mark for evidence of one test e.g. WC3 validator OR Accessibility test with limited explanation• Award 0 marks for an invalid website tested with no explanations.	4

	<ul style="list-style-type: none"> • Award 3 marks for full investigation and identification of causes of test discrepancies and evidence of rectifying the causes (supported with screenshots) • Award 2 marks for full investigation but a poor explanation of the causes and test discrepancies with no evidence of rectifying the causes. • Award 1 mark for some investigation and very weak explanation and no supporting evidence of rectifying the causes 	3
	<ul style="list-style-type: none"> • Award 3 marks for a good explanation of the role of the W3C • Award 2 marks for a weak explanation of the role of the W3C • Award 1 mark for a very weak and minimal explanation as to the role of the W3C 	3
3		Total 15 marks

Task 4 (LO 3, 6) – 35 Marks

Critical evaluation

Write a report of FIVE HUNDRED (500) words analysing the website you have submitted:

1. Discuss and evaluate the suitability of the THREE (3) different plugins you have included in your website.
2. Evaluate at least TWO (2) web application development tools you have used on the website.
3. Appraise the business benefits to Coffeeshop of using web services.
4. Recommend improvements for further development of the website in line with the business objectives for growth.

Mark Scheme

0-10 marks	11-13 marks	14-20 marks	21-24 marks	24-35 marks
<i>Demonstrates no or very limited understanding of any plugins identifying briefly how it has been used.</i>	<i>Weak evaluation of at least two plugin features and how these have been used in own website.</i>	<i>Some evaluation of at least two plugin features and how effectively these have been used in own website.</i>	<i>Good evaluation and understanding of three plugins that have been included in the website how effectively these have been used in own website.</i>	<i>Excellent evaluation and understanding of three plugins that have been included in the website how effectively these have been used in own website.</i>
<i>No or limited explanation of at least two web application development tools have been added to the website.</i>	<i>Weak evaluation of at least two web application development tools that have been added to the website.</i>	<i>Some evaluation of at least two web application development tools that have been added to the website.</i>	<i>Good evaluation of at least two web application development tools that have been added to the website.</i>	<i>Excellent evaluation of at least two web application development tools that have been added to the website.</i>
<i>No or very basic appraisal of at least two business benefits to Coffeeshop of using web services.</i>	<i>Limited appraisal of at least two business benefits to Coffeeshop of using web services.</i>	<i>Some appraisal of at least two business benefits to Coffeeshop of using web services.</i>	<i>Good appraisal of at least two business benefits to Coffeeshop of using web services.</i>	<i>Excellent appraisal of at least two business benefits to Coffeeshop</i>

<p><i>No suitable recommendations have been provided that shows some relevance for further development of the website.</i></p>	<p><i>Limited recommendations with limited suitability have been provided that shows some relevance for further development of the website.</i></p>	<p><i>Some suitable recommendations have been provided that shows some relevance for further development of the website.</i></p>	<p><i>Good and suitable recommendations have been provided that shows some relevance for further development of the website.</i></p>	<p><i>Excellent and suitable recommendations have been provided that shows some relevance for further development of the website.</i></p>
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Learning Outcomes matrix

Task	Learning Outcomes assessed	Marker can differentiate between varying levels of achievement
1	2, 3, 4	Yes
2	2, 3, 4	Yes
3	7	Yes
4	5	Yes

Grade descriptors

Learning Outcome	Fail	Referral	Pass	Merit	Distinction
Describe the concepts of website development and underlying technologies, key concepts and tools and technologies necessary for front-end development	Demonstrates little to no understanding of the basic concepts, tools, and technologies necessary for front-end development.	Demonstrates a limited understanding of the basic concepts, tools, and technologies necessary for front-end development with significant inaccuracies.	Demonstrates an adequate understanding of the concepts, tools, and technologies necessary for front-end development with minor inaccuracies.	Demonstrates a very good understanding of the concepts, tools, and technologies necessary for front-end development with detailed knowledge.	Demonstrates an excellent and comprehensive understanding of the concepts, tools, and technologies necessary for front-end development with nuanced insights.
Use web development tools to build HTML- and CSS-based websites with a range of CSS frameworks to address well-defined specifications	Demonstrates little to no ability to use web development tools or CSS frameworks effectively.	Demonstrates an extremely limited ability to use web development tools or CSS frameworks with many errors.	Demonstrates a satisfactory ability to use web development tools and CSS frameworks to meet specifications.	Demonstrates a very good ability to use a range of web development tools and CSS frameworks effectively to exceed specifications.	Demonstrates an excellent ability to expertly use a wide range of web development tools and CSS frameworks to create superior websites.
Create and design responsive websites to scale well across laptop, tablet, and mobile phone	Demonstrates little to no understanding of responsive design principles or techniques.	Demonstrates an extremely limited understanding and application of responsive design principles and techniques.	Demonstrates a satisfactory understanding and application of responsive design principles to create	Demonstrates a very good understanding and application of advanced responsive design principles to create well-	Demonstrates an excellent understanding and innovative application of responsive design principles to create

Learning Outcome	Fail	Referral	Pass	Merit	Distinction
			websites that scale adequately.	scaled websites across devices.	seamlessly scaled websites across all devices.
Build interactive webpages and dynamic webpages using JavaScript and associated libraries	Demonstrates little to no ability to create interactive or dynamic elements using JavaScript.	Demonstrates an extremely limited ability to use JavaScript and libraries for interactivity and dynamism with significant errors.	Demonstrates a satisfactory ability to use JavaScript and associated libraries to add interactivity and dynamism to webpages.	Demonstrates a very good ability to effectively use JavaScript and associated libraries to create highly interactive and dynamic webpages.	Demonstrates an excellent ability to innovatively use JavaScript and associated libraries to create exceptionally interactive and dynamic webpages.
Understand and be proficient with front-end development frameworks	Has little to no understanding of front-end development frameworks or their use.	Has a very limited understanding of front-end development frameworks with major misconceptions.	Has a satisfactory level of understanding and proficiency with front-end development frameworks.	Has a very good understanding and high level of proficiency with multiple front-end development frameworks.	Has an excellent understanding and is highly proficient with a wide range of front-end development frameworks, demonstrating best practices.
Understand and use a version control system (VCS) for project collaboration with other developers and explain the process of deploying websites on servers	Demonstrates little to no understanding of VCS or the deployment process.	Demonstrates an extremely limited understanding of VCS and the deployment process with significant errors.	Demonstrates a satisfactory understanding of VCS and can adequately explain the website deployment process.	Demonstrates a very good understanding of VCS, effectively collaborates on projects, and can explain the deployment process in detail.	Demonstrates an excellent understanding of VCS, excels in collaborative projects, and provides a comprehensive explanation of the deployment process with insights into best practices.

Learning Outcome	Fail	Referral	Pass	Merit	Distinction
Develop appropriate test strategies and apply these to a website	Demonstrates little to no ability to develop or apply test strategies for websites.	Demonstrates an extremely limited ability to develop or apply appropriate test strategies with many errors.	Demonstrates a satisfactory ability to develop and apply test strategies that meet basic testing requirements.	Demonstrates a very good ability to develop and apply comprehensive test strategies that enhance website reliability and performance.	Demonstrates an excellent ability to develop innovative test strategies and apply them to ensure superior website functionality and performance.