



AP10227 Website development

Learning outcome	Criterion	Fail	3	2ii	2i	1
appraise and articulate process and specification in a professional environment [67]	Demonstrate understanding and skill of best practice in website design paying specific attention to both purpose and audience as key success factors (BASED ON PROGRESS REPORT) [614]	No evidence that the work is progressing.	There is clear evidence that the work is progressing. You have identified a reasonable project. You have also met with the client. However, the overall progress of the work raises some cause for concern. Whilst you may have had some unstructured meetings with the client, your analysis of both clients requirements (purpose) and/or the intended audience is very sketchy. For example, you may have used observation, interview, walk throughs and focus groups in your analysis but your report tends to stay with your own common sense model of good design. There is little or no discussion of best practice. You could improve on this work by researching both the site purpose and audience in a more structured manner. The progress report would be improved if you include examples of client and audience research to help explain your design decisions. Overall, there is only a weak connection made between the proposed design and web site development theory. In terms of overall content, some of the required content is either absent or weak but there is sufficient information here to feel like the work is proceeding. You should refer back to the required content and read assessors comments on the work to identify the areas that need further development.	The proposal shows clear evidence that you are actively working with both client and audience. You have included some examples of developing design and you are clear about the objectives of the site. The work shows a general appreciation of technical problems and has some relevant and appropriate suggestions for how these problems may be solved. However, you tend to describe your effort well without either reflecting on the process or linking your work to best practice or web development theory. Typically, your design is consistent with your research but you fail to ARTICULATE the process successfully. This report should give the customer confidence in you and the developing product, but you do not provide that confidence, only a description of what we have done so far. Key words for improvement here are describe, explain, justify and reflect. No statement stands in its own right, it must be supported... for example "we used a [baby blue background, animated logo, travel tour metaphor etc.]" because, without the crucial "because" bit, you have just got an opinion about design that you are inflicting on others. So, remember to justify your decisions	The proposal shows significant evidence that you are actively working with both client and audience. You have included strong examples from the work in progress and you are clear about the objectives of the site and the means by which you will evaluate the design. The work shows a strong investigation of technical problems and has relevant and appropriate suggestions for how these problems may be solved. You are using your examples well and making a direct connection between your design, best practice guidelines and your research. Clear and consistent connection is made between the reserach and the design. Decisions are justified. There is a coherent development plan that will see successful completion of the project. Key words here to improve on the current level are completeness of coverage and evidence of reflection/evaluation	An excellent piece of work that clearly demonstrates a sophisticated understanding of best practice in website development. You show strong research skills in your work with client and audience. There is clear evidence that you are thinking analytically and critically about your work. All design decisions are supported by strong justification and you reflect on the value of using best practice guidelines in web development. You have thought through an appropriate evaluation strategy for your product, but you are also showing clear evidence of continuous reflection or evaluation. A strong piece of work that show excellent progress and inspires confidence in the skills of the group.
	Deliver a comprehensive Progress Report to specification [615]	A submission is provided but your documentation is not in the required format. You must be careful not to ignore, modify or subvert a technical documentation format. Organisations require that practitioners can maintain appropriate technical documentation and it is common for these to be expressed by template. You must refer back to the required format for this assessment.	A submission is presented and it is clear that you have worked on the documentation. However, the document is very limited. It is likely that you have missed out one of the major required "contents". This omission may be quite small in scale, for example you may have missed out an statement of the site objectives, but in terms of content the error is a major oversight. Alternatively, your work could be suffer from poor narrative: ambiguous or poor writing style, grammatical and spelling errors. A further problem could come from the structure and layout of the report: poor structuring, poor signposting and/or weak layout. To improve on this grade you need to ensure that you have plenty of time to craft the documentation. Have an editorial review of the report. Use basic tools to support structure and narrative development. Check the readability of the report.	Documentation delivered to specification. Coherent content. Good structure and layout. You may have some incomplete content - a missing subheading or section but in terms of content the error is not a major oversight as the information is available within the document In other words you have subverted the structure of the document but you do provide the relevant information... this is a common fault easily regulated by careful editorial review. To improve on this grade - be more careful about following structure. Double check content against the specification. Use on line tools to help you produce clear, unambiguous documentation.	Documentation delivered to specification. Coherent content. Complete content. Good description of progress to date. Document layout is effective. Material is located in appropriate places and appendices are included where appropriate.	Documentation delivered to specification. Complete, coherent and contextually relevant material. Excellent description of artefact and practice consistent with media (text).



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select and employ standard mechanisms in design, development and implementation [68]	Design choices are appropriate to context (Based on Final Product Presentation and Report) [616]	No evidence of mapping situation, context and technological solution	The final work show evidence of client, audience and technological issues in design and builds to client specification/satisfaction. To improve on this grade you must go beyond awareness and illustrate how you handle the relationship between these issues.	A clear effort made to manage tensions between client, audience and purpose in identifying appropriate technologies. The product is built to client specification/satisfaction but may still be in late stages of prototyping. Good use of examples are used to show how best practice is evident in the final product. Good explanation offered of the overall process.To improve on this grade you should strengthen the mapping between your work and good practice and then reflect on the process.	Good work that negotiates tensions between client, audience, purpose and technology . Website is built to client specification/satisfaction. The work demonstrates an appreciation of good practice and team is able to reflect on the limits of good practice guidelines by example. To improve on this work you will extend your discussion of design, development and implementation by reference to evaluation. product is robust and meets industry wide criteria for good design.	Excellent piece of work that demonstrates a sophisticated understanding of the significance of CONTEXT in website development. Strong use is made of evaluation throughout the work. Best practice is understood in terms of continuous improvement. Product is robust and meets industry wide criteria for good design.