

Marking Criteria

A202DMLL – Developing your Online Presence and Owning your Web Domain

Criteria \ Grade	Fail / Referred (0-39)	Pass / Third Class (40-49)	Pass / Lower Second Class (2:2) (50-59)	Merit / Upper Second Class (2:1) (60-69)	Distinction / First Class (70-100)*	Mark
* Learning Outcome 1 (30%) <i>Demonstrate the ability to plan and create your own website as a core part of a wider personal learning environment.</i>	There is no evidence of the Domain being the result of a carefully defined plan. Both the amount and the quality of content are very poor. Learning outcome not met/covered.	There is only little evidence of the Domain being the result of a carefully defined plan. Both the amount and the quality of content are limited. Learning outcome just met/covered.	There is reasonable evidence of the Domain being the result of a carefully defined plan. Design choices are clearly informed by the literature and the advice received throughout the module. Both the amount and the quality of content are good. Learning outcome met/covered.	There is ample evidence of the Domain being the result of a carefully defined and well-executed plan. Design choices are clearly informed by the literature and the advice received throughout the module, as well as by examples of best practice identified by the student. The domain is well-integrated into a larger online ecosystem, with the potential to enhance the online presence of the student to a considerable extent. Learning outcome covered well.	Strong evidence of the Domain being the result of a carefully defined and extremely well-executed plan. Design choices are clearly informed by the literature and the advice received throughout the module, as well as by examples of best practice identified by the student. The domain is well-integrated into a larger online ecosystem, having enhanced the online presence of the student to a considerable extent already. Learning outcome covered well. Learning outcome covered very comprehensively.	
* Learning Outcome 2 (20%) <i>Apply key non-technical digital skills relevant to work and life in contemporary societies (e.g. efficiently navigate, retrieve, distribute and understand information) within you own learning practice.</i>	The reflective account presents very limited or no understanding of the topic(s) and no engagement with the tasks throughout the module. Has unsubstantiated and invalid analysis or discussion based on anecdotes and generalisation. Learning outcome not met/covered.	The reflective account shows limited understanding of the topic(s) and limited engagement with tasks throughout the module. Demonstrates basic arguments with some analysis and discussion, based on limited use of literature. Learning outcome just met/covered.	The reflective account demonstrates reasonable understanding of the topic(s) and engagement with tasks throughout the module. Evidence of logical and clear arguments shown in analysis and discussion, based on reasonable use of literature. Learning outcome met/covered.	The reflective account shows good understanding of the topic(s) and consistent engagement with tasks throughout most of the module. Has well-reasoned arguments shown in analysis and discussion, based on sound use of literature. Learning outcome covered well.	The reflective account shows excellent clear depth and breadth of understanding of the topic(s) and outstanding engagement with tasks throughout the entire module. Presents strong and critical analysis and discussion well-grounded in literature. Learning outcome covered very comprehensively.	
* Learning Outcome 3 (20%) <i>Defend the benefits of having control and ownership of your online presence by developing a domain of one's own.</i>	The reflective account presents very limited or no understanding of the topic(s). Has unsubstantiated and invalid analysis or discussion based on anecdotes and generalisation. Learning outcome not met/covered.	The reflective account shows limited understanding of the topic(s). Demonstrates basic arguments with some analysis and discussion, based on limited use of literature. Learning outcome just met/covered.	The reflective account demonstrates reasonable understanding of the topic(s). Evidence of logical and clear arguments shown in analysis and discussion, based on reasonable use of literature. Learning outcome met/covered.	The reflective account shows good understanding of the topic(s). Has well-reasoned arguments shown in analysis and discussion, based on sound use of literature. Learning outcome covered well.	The reflective account shows excellent clear depth and breadth of understanding of the topic(s). Presents strong and critical analysis and discussion well-grounded in recommended literature and other relevant sources identified by the student. Learning outcome covered very comprehensively.	
* Learning Outcome 4 (10%) <i>Critically evaluate the work of peers and give constructive feedback.</i>	There is no evidence of engaging with peer-feedback.	There is only limited evidence of engaging with peer-feedback and/or it is rather superficial.	There is evidence of consistently engaging with peer-feedback, but only on a superficial level.	There is a lot of evidence of engaging with peer-feedback throughout the entire module, offering precise and meaningful advice to other students.	There is a lot of evidence of engaging with peer-feedback throughout the entire module, offering precise and meaningful advice to other students, drawing on rigorous analysis and use of references.	

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***For a mark of 80+, the assignment should be of sufficient standard to demonstrate high degree of understanding and critical/analytical skills, where specified. Outstanding in all respects.**

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Use of resources, research and referencing (10%)	Shows little or no use of resources, research and referencing. Contact the Centre for Academic Writing for support with this area.	Shows limited use and presentation of resources, research and referencing. Contact the Centre for Academic Writing for support with this area.	Shows reasonable use and presentation of resources, research and referencing.	Shows good use and presentation of resources, research and referencing.	Shows extensive use and presentation of resources, research and referencing.	
Structure, style, presentation and language (10%)	Work is not clearly written and presented. Proofreading your work may remove grammatical/ language issues. Contact the Centre for Academic Writing for support with this area.	Work is adequately written and presented. Proofreading your work may remove grammatical/ language issues. Contact the Centre for Academic Writing for support with this area.	Work is clearly written and presented. Proofreading your work may remove some minor errors.	Work is clearly written and presented with very few errors or type related issues.	Work is very well written and presented.	

Overall comments			
Your mark		Moderator's Comments	