

Name: _____

Student Number: _____ Tutor Name: _____

- Students are required to **ADDRESS ALL ASPECTS** of the assignment (see table below)
- Each assignment aspect will be assessed on its **ACCURACY AND QUALITY**
- Document needs to be approximately, but not exceeding **3000 WORDS**

Assignment Aspect (Format, Word Count)	Comments	Score
Introduction (<i>text, 100 words</i>)		/2
Technology and Business (<i>text, references, 1000 words</i>)		/20
The Business (<i>text, 200 words</i>)		/5
Goals (<i>dot points, 160 words</i>)		/8
Competitor Website Analysis (<i>table, not in word count</i>)		/10
Target Audience Analysis (<i>text, references, 500 words</i>)		/10
Page Breakdown (<i>dot points, 300 words</i>)		/5
Site Map (<i>figure, not in word count</i>)		/5
Template (<i>figure, not in word count</i>)		/10
Behind The Scenes (<i>table, 60 words</i>)		/10
Marketing (<i>text, references, 500 words</i>)		/10
Conclusion (<i>text, 100 words</i>)		/2
References (<i>reference list, not in word count</i>)		/3
TOTAL		/100

Additional Comments
