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| **Unit 10: Website Design and Development** |
| **Pass** | **Merit** | **Distinction** |
| **LO1** Explain server technologies and management services associated with hosting and managing websites |  |
| **P1** Identify the purpose and types of DNS, including explanations on how domain names are organised and managed.**P2** Explain the purpose and relationships between communication protocols, server hardware, operating systems and web server software with regards to designing, publishing and accessing a website. | **M1** Evaluate the impact of common web development technologies and frameworks with regards to website design, functionality and management.**M2** Review the influence of search engines on website performance and provide evidence-based support for improving a site’s index value and rank through search engine optimisation. | **LO1 & LO2****D1** Justify the tools and techniques chosen to realise a custom built website. |
| **LO2** Categorise website technologies, tools and software used to develop websites |  |
| **P3** Discuss the capabilities and relationships between front-end and back-end website technologies and explain how these relate to presentation and application layers. | **M3** Evaluate a range of tools and techniques available to design and develop a custom built website. |  |
| **P4** Discuss the differences between online website creation tools and custom built sites with regards to design flexibility, performance, functionality, User Experience (UX) and User Interface (UI). |  |  |

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| **Pass** | **Merit** | **Distinction** |
| **LO3** Utilise website technologies, tools and techniques with good design principles to create a multipage website |  |
| **P5** Create a design document for a branded, multipage website supported with medium fidelity wireframes and a full set of client and user requirements. | **M4** Compare and contrast the multipage website created to the design document. | **D2** Critically evaluate the design and development process against your design document and analyse any technical challenges. |
| **P6** Use your design document with appropriate principles, standards and guidelines to produce a branded, multipage website supported with realistic content. |  |  |
| **LO4** Create and use a Test Plan to review the |  |
| performance and design of a multipage website |  |
| **P7** Create a suitable Test Plan identifying key performance areas and use it to review the functionality and performance of your website. | **M5** Evaluate the Quality Assurance (QA) process and review how it was implemented during your design and development stages. | **D3** Critically evaluate the results of your Test Plan and include a review of the overall success of your multipage website; use this evaluation to explain any areas ofsuccess and provide |
|  |  | justified |
|  |  | recommendations for |
|  |  | areas that require |
|  |  | improvement. |