

GRD338

CLIENT WEB DESIGN

Unit Information and Learning Guide

Semester1 2020

This information should be read in conjunction with the online learning materials which can be found on your MyUnits page.

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PROJECT OVERVIEW

	WK1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
TASK																
Project Clarification																
Solution Definition																
Creative brief sign off by the client																
Design Comp reviews																
Client signs off on Approved design																
Wordpress Production																
Liaise with client re content development																
Research host/URL Wordpress for client User testing																
Upload to server																
Maintenance & how to guides																
Client sign off finished																

Unit overview

Welcome to GRD338 Client Web Design!

This unit explores advanced aspects of the design and development of websites for real world clients, such as responsive design, content management systems, and project management aspects. Students participate in group-based design, production and project management methods toward the successful completion of a project- a Wordpress website for real life client.

Aims of the unit

The broad aims of this unit are to:

1. Participate in client-based group production
2. Apply an understanding of project management as part of a Web Design and Development Project
3. Apply an understanding of web design and development in a CMS environment to solve client based objectives
4. Apply a level of understanding, creativity and practical skills using design software and hardware to create effective and attractive Wordpress websites for a client.

Learning outcomes of the unit

On successful completion of the unit you should be able to:

1. Apply advanced web design and development skills to a client-based web project
2. Communicate clearly and negotiate with group members and client
3. Apply project management theories and processes to a web design project
4. Engage in creative and critically informed web design practice

Graduate attributes developed in the unit

This unit will contribute to the development of the following Graduate Attributes:

1. Creative and critical thinking
2. Communication
3. Social Interaction
4. Ethics
5. Social Justice
6. Interdisciplinary
7. In-depth knowledge of a field of study

Unit coordinator

Your coordinator for this Unit is **Dr Mark Cypher**.

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What you need to know

Generic information which students need to know is available at “What you need to know web page”.

The information includes:

- Links to the Assessment Policy
- A description of Academic Integrity
- links to information about:
- Examinations; Non-discriminatory language; Student appeals; Student complaints; Conscientious objection and assessment policy
- Determination of grades from components/marks, information for equity students

Contact details

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Technical Help

For technical difficulties with LMS contact the Student Helpdesk: ITservicedesk@murdoch.edu.au or phone 9360 2000

For technical problems in the media labs, contact Andrew Tapsall-93606989

How to study this unit

As we will be working as part of a team, all group members must attend all scheduled group production meetings, except in the case of medical illness. Lateness to meetings is not acceptable (especially when meeting with clients).

- We are running this assessment item as a simulation of how things work in the commercial world. Milestone deadlines will be strictly adhered to - especially the final deadline, for which no extension will be granted under any but the most extreme circumstances (nuclear holocaust, etc., but certainly not in the event of a sore throat, an ill or deceased relative -sorry to be brutal - , a faulty hard drive, a missed bus, or even if it is the client's fault).
- Students must always meet the client as a group. Solo client meetings are not allowed.
- Intra-group disputes do not provide an excuse for missed deadlines. Issues of dispute should be dealt with in weekly meetings.
- Students who fail to meet vital deadlines are likely to receive a much-reduced mark. They will need to demonstrate that they have made substantial work towards meeting the relevant production goal. The sensible thing to do if you know that you are going to be unable to meet a deadline (for medical reasons, etc.) is to let the rest of the group

know early and attempt to get another group member to fill in for you (but don't expect to get their marks for a job well done!).

- Students will be marked on both their individual contribution to the project and the quality of the overall group (or sub-group) project. The quality of the project relates not only to the fully functioning finished thing but also to how well you managed the project.

Time Commitment

As this is a 3point credit point unit, we expect you to spend on average 10 hours per week for the total weeks of this teaching period working on this unit.

Contact Time

Online lecture; media laboratories: 2.5 hours per week. A significant amount of time will be required of you outside of class.

Unit Change in response to student feedback

Each year this unit is updated according to student feedback, industry demands, and technological changes. This year we will be using the Bootstrap3 framework to develop HTML pages which will then converted to Wordpress. The workshops and Wordpress tutorials have been significantly reworked and we will be using an online server rather than XAMP. The lecture videos have also been reedited to reflect industry changes.

Resources for the unit

Recommended Readings

[The business side of creativity: the comprehensive guide to starting and running a small graphic design or communications business](#)

by Foote, Cameron S, author; Bellerose, Mark, illustrator

[The ethics of creativity](#)

by Moran, Seana, 1967; Cropley, David; Kaufman, James C

[Graphic Artists Guild handbook: pricing & ethical guidelines](#)

by Graphic Artists Guild (U.S.)

[Communicating design: developing website documentation for design and planning](#)

by Brown, Daniel M, Voices that matter., 2011, 2nd ed.

[Freelance design in practice: don't start work without it](#)

by Fishel, Catharine M

[The business side of creativity: the comprehensive guide to starting and running a small graphic design or communications business](#) by Foote, Cameron S,

[Graphic Artists Guild handbook: pricing & ethical guidelines](#) by Graphic Artists Guild (U.S.)

[The business of design: the business of being creative - starting, managing and developing a design studio](#)

by Branson, Greg, author; Mackay, Carol, author

[Business of Design: Balancing Creativity and Profitability](#)

by Gensler, Arthur; Granet, Keith

[The principles of beautiful web design](#)

by Beard, Jason, author; George, James, 2014, Third Edition.

[Simple and Usable: web, mobile, and interaction design](#)

by Colborne, Giles, 2011

[About face 3: the essentials of interaction design](#)

by Cooper, Alan, Reimann, Robert; Cronin, Dave,

[Save the pixel: the art of simple web design](#)

by Hunt, Ben 2008

[Don't make me think: a common sense approach to Web usability](#)

by Krug, Steve

[Design accessible web sites: thirty-six keys to creating content for all audiences and platforms](#) by Sydik, Jeremy J

[Sexy web design](#) by Stocks, Elliot Jay

[A project guide to UX design: for user experience designers in the field or in the making](#)

by Unger, Russ; Chandler, Carolyn Voices that matter., 2009

[Head first Web design](#) by Watrall, Ethan; Siarto, Jeff

[Designing with Web standards](#) by Zeldman, Jeffrey; Marcotte, Ethan Voices that matter., 2010, 3rd ed.

LMS

The LMS login page for online access to this unit is at

<http://www.murdoch.edu.au/>. It contains assessment 1 support files

Unit Guide

GRD Shared drive

All of the files and information regarding how to custom theme a Wordpress install are held on the GRD338 shared folder.

Unit timetable

Week	Lecture	Tutorial/Workshop	Home Work
MODULE 1			
1	Bootstrap Bootcamp Web Design and Development Overview	Bootstrap basics Tortoise Git hub Project management intro Intro to Microsoft Teams	Build this website https://www.w3schools.com/bootstrap/bootstrap_theme_me.asp Hold a Client interview this week- arrange times for group meetings to discuss roles, responsibilities, and the client creative brief.
2	Project Clarification and the Design Sprint	DESIGN SPRINTS Design Sprint with clients in the class Goals and Anti-Goals Existing Product Competition analysis Facts and Assumptions Problem Statement Empathy Map User Journey Map	All homework files are in the GRD338 Shared folder Complete Section 1 Convert Josh's comps into a HTML5 Page
3	Solution Definition and the Design Sprint	SECTION 2 -PSD to HTML(Josh Wordpress Theme). Job Stories 8-Ups (aka Crazy Eights) Storyboard Silent Critique Group Critique Wireframe Storyboard 2X2 Matrix Review Assumptions (Wireframe the Prototype) Finish SECTION 2 - HTML5.doc	Complete Section 2 Styling and responsiveness with CSS Gather materials for client brief Using the wireframes and client meetings develop design comps

		SECTION 3- Responsive HTML(Josh Wordpress Theme). Debug	
4	Content Audit and Content Strategy		Complete Section 3. Creating the Theme Template Files <i>Assessment 1 due-Client Brief</i>
MODULE 2			
5	Break Project Specifications and Statement of works		Complete Section 4. The Loop Widgets and the Functions
6	Time Management and Budgets	Design Comp Reviews	Complete Section 5. Create More WP Templates.doc
7	Testing, Launch, Handover and Maintenance	Design Comp Reviews	Complete Section 6. CSS and Custom Navigation Menus .doc
8	Break Week		
9	Clients, Ethics and the Business of Web Design	Begin Client Website Production	Complete Section 7. Page Templates.doc Complete Section 8. Use text widgets in Wordpress to make small areas of text editable Present Design comps to client Get Client Sign Off on design comps <i>Assessment 2 due</i>
MODULE 3			
10	Social Media Strategies	Client Website Production	Client Website Production Liaise with client re content
11		Client Website Production Research HOST company and associated costs	

12	Upload website to server	Upload to server Client Website Production	
13		User testing Client Website Production Testing on users using "think aloud protocol."	
14	Website is live	<i>Wordpress site goes live</i> Meet with client and walk them through the website	Assessment 3 due
MODULE 4			
15	Website is live	<i>Liaise with client to make last minute changes</i>	
16	Fri- Week 15 5pm. Client signs off on the project, bugs all fixed, all editing is finished, handover is complete and the client is happy.		Assessment 4 is due

Assessment components

You will be assessed on the basis of:

Assessment Item	Description	Value	Week Due	Aligned Learning Outcomes
Assessment 1 Wk4	Module 1	10%	Fri Wk 4	1,2,3,4
	Complete Part 1 Homework up to Section3. All files on Github	3		
	Complete Part 2: Lecture Review Notes for Weeks 1,2,3,4	2		
	Complete Part 3: Brief (Group Assignment)	5	Fri Wk 4	
Assessment 2 Wk 9	Module 2	10%		3,4
	Complete Part 1 Homework up to Section 7. WP Custom Fields	3	Mon Wk 9	

	Complete Part 2: Lecture Review Notes for Week 5,6,7,8	2		
	Complete Part 3: Proposal-design comps, functions-costing (DO NOT SHOW THE CLIENT)	5	Mon Wk 9	
Assessment 3 Wk 14	Module 3	20%		3,4
	Complete Part 1:WP Site finished, Complete the pre & post launch checklist and the usability report	10	Mon Wk 14	
	Complete Part 2: Lecture Review Notes for Week 9,10	5		
	Complete Part 3: Usability testing report and compliance	5	Mon Wk 14	
Assessment 4 Wk 16	Module 4	60%		1,2,3,4
	Complete Project Completion	50	Fri Wk 16	
	Complete Project Case Study	5		
	Group Work- soft skills	5	Fri Wk 16	

Assessment 1 *Due Fri Week 4*

Module 1

Part 1-

1. Complete Homework Up to Section 4. (Individual Assessment)

Section 1. Convert Josh's comps into a HTML5 webpage

Section 2. Styling and responsiveness with CSS

Section 3. Creating the theme template files vodcast

Section 4. Posts in Wordpress

Provide a Github URL

Part 2 -

2. Complete Lecture Review Notes for Weeks 1,2,3,4

Part 3 -

3. A PDF Brief for the client (Group Assessment)

On the basis of your meetings with the client, your research, and the client questionnaire develop a creative brief to be delivered to your client for feedback. This document will be professional in all

aspects. Your group will first submit the creative brief (a PDF) for marking and then edit it before handing it over to the client.

The brief will contain:

- Provide an introduction page with an appropriate professional design followed throughout the document
- Table of contents- Make sure that each section in the table of contents has a title and a small one sentence introduction
- Project Summary- provide a short synopsis of the client and their goals with a value proposition.
- A paragraph outlining the general scope of the project. E.g., How many pages? Content? Technical/Functionality Aspects
- Provide 3 Visual Investigations from each group member -(see LMS or MCC Share for a template)
- Provide 2 Behavioural Archetypes and 2 User Journey Maps- (see LMS or MCC Share for a template)
- Provide a competitors analysis, taking into account design, WC3 errors, accessibility, load times and browser rendering -(see LMS or MCC Share for a template)
- Provide a screenshot from Microsoft Teams that shows a realistic work break down schedule (see LMS for a schedule) of all tasks. It should illustrate
 - Show all major project milestones connected to dates
 - Indicate the client's responsibilities and milestones connected to dates
 - Show a breakdown of all major tasks connected to dates
- Provide a Site Map
- Provide a content audit that answers- where is the content coming from, who is responsible for it, and when will it be ready?
- Provide wireframes of the index page and top level links pages (desktop 1200px, tablet 768px and mobile 480px)

Assessment Criteria are at the end of this document

Assessment 2 *Due Mon, Week 9*

Module 2

Part 1-

1. Complete up to Section 7. WP Custom Fields in a page (Individual Assessment)

Complete these sections:

Section 5. Add post content to the 3 articles using the post ID

Section 6. Wordpress page, page template and custom menus

Section 7. Custom fields in a page and the front page

Part 2 -

2. Complete Lecture Review Notes for Weeks 5,6,7,8

Part 3

3. Provide a Proposal with design comps, web site functions and fictional costs (Individual Assessment)

Based on the information in the proposal/contract template, each student will separately prepare their own proposal.

(THE PROPOSAL IS ONLY FICTIONAL DO NOT SHOW THE CLIENT)

Assessment Criteria is at the end of this document

Assessment 3 *Due Mon, Week 14*

Module 3

Part 1-

1. Provide a Wordpress Site finished on a testing server

Provide a URL

Part 2 -

2. Provide Lecture Review Notes for Weeks 9,10

Part 3-

3. Provide the Usability Testing Report and compliance

Use the think-aloud protocol on 3 users and test the client's website, include a Usability Testing Report and then run through and include the Website pre & post-launch checklist in your submission.

Assessment 4 *Due Fri, Week 16*

Module

Part 1 -

Complete the Client Project

This client project will be evaluated on project management and finished production criteria.

You are required to submit an individual Case Study and Review and Evaluation of the project that includes- PART2

Part 2 -

Provide a case study and a review and evaluation of the project: Fri, Week16, 5pm

The case study will contain:

1. no more than 1000 words
 - 1a. A high-level overview or summary of the project which might include a brief description of the main problem, how you solved the problem, and the key results
 - 1b. Context and challenge- provide context into the problem, goals and objectives
 - 1c. Process- document the process of solving the problem. Show the evolution of the site from mood boards, design concepts, to the final design.
 - 1d. Solution- provide insights into everything you present, how did you exceed the client's expectations.
 - 1e. Results- show a before and after image of the web project, with a testimonial from the client.

(For examples of great case studies go to <https://hanno.co/work/uber/>,
<https://design.google.com/articles/evolving-the-google-identity/>)

2. **An evaluation of your teammates** with a grade out of 60.
3. **A URL of the finished website with no further site changes**

Include a client testimonial and email confirming client sign off

Failure to have the website live with and complete with no further site changes, on Friday of week 16 5 pm will mean you fail this assessment component, even if it is the client's fault - no excuses.

Assessment Criteria are at the end of this document

Marking Criteria

Marking Criteria for Assessment 1, Module 1, Part3

- A PDF Brief for the client (Group Assessment)

Criteria	Fail 49% or below	Pass 50-59%	Credit 60-69%	Distinction 70-79%	High Distinction 80-100%
1. A professional-level brief 2.5/5	Templates are incomplete, with limited analysis, imprecise, unclear, or inaccessible to the client, and with limited design and information details. Wireframes are in Latin and have no comments.	Some templates are complete, with basic analysis, with some precision or clarity, mostly accessible to the client, basic design and information details. Wireframes have some appropriate content and have some basic comments.	Templates are all complete, informative, with good analysis, mostly clear and precise, accessible to the client, with adequate design and information details. Wireframes have appropriate content and have adequate comments.	Templates are custom-designed, complete, analytical, precise and clear, and accessible to the client — clear design and information details. Wireframes have appropriate content, astute comments, and look professional.	Templates are custom-designed, include information, are highly analytical, precise and clear, written in language the client will understand — excellent design and information details. Wireframes have appropriate content throughout, astute comments and look highly professional.
2. Level of research, craftsmanship and attention to detail for criteria 2.5/5	Research poor, without links to context and unlinked to design decisions. No attention to design detail (e.g., typography, colour, layout, textures, images). Inconsistent look and feel in group work.	Research basic, with limited links to context and few links to design decisions. Limited attention to design detail (e.g., typography, colour, layout, textures, images). Some consistent areas look and feel amongst group work	A suitable level of research with clear links to contexts and design decisions. Good attention to design detail. (e.g., typography, colour, layout, textures, images). Largely consistent look and feel amongst group work	High level of research, visual synthesis of context and design decisions, with an attention to design details throughout (e.g., typography, colour, layout, textures, images). and the research is Consistent look and feel amongst group work throughout	Excellent level of research, visual synthesis of context and design decisions, and comprehensive attention to design details (e.g., typography, colour, layout, textures, images). Consistent and sophisticated look and feel amongst group work

Marking Criteria for Assessment 2, Module2, Part3 – The Proposal

Criteria	Fail 49% or below	Pass 50-59%	Credit 60-69%	Distinction 70-79%	High Distinction 80-100%
1. A professional-level proposal 5/5	The proposal is incomplete, with limited analysis and language that is imprecise, unclear, or inaccessible to the client, and with limited design and information details.	The proposal is complete, with basic analysis, with some precision or clarity, with language that is mostly accessible to the client, basic design and information details.	The proposal is complete, informative, with good analysis, mostly clear and precise, accessible to the client, with adequate design and information details.	The proposal is custom-designed, complete, analytical, precise and clear, and accessible to the client. Clear design and information details that are astute and look professional.	The proposal is custom-designed, complete information that is highly analytical, precise and clear, written in language the client will understand — excellent design and information details that are astute and look highly professional.

Marking Criteria for Assessment 3

Marks will be granted as per the completion of the set tasks

Criteria	Fail 49% or below	Pass 50-59%	Credit 60-69%	Distinction 70-79%	High Distinction 80-100%
Complete Part 1:WP Site finished,					
Complete Part 2: Lecture Review Notes for Week 9,10					
3. Complete the pre & post launch checklist and the usability report	Poor amount information with no insight	Basic information and insight	Good insight with clear information evidence and the template is somewhat modified	Thoughtful insight with very pertinent and well documented and the template is customised	Excellent level of information with relevant insight and the template design, is aligned with the project

Marking Criteria for Assessment 4- Completion of Client Project, Case Study and Evaluation PDF

Criteria	Fail 49% or below	Pass 50-59%	Credit 60-69%	Distinction 70-79%	High Distinction 80-100%
1. Case study 5/60	The case study is incomplete, poorly designed, with few supporting visuals.	The case study is completed with basic information, is designed in line with the project concepts, and with rudimentary supporting visuals.	The case study is completed with thoughtful remarks, is well designed, with basic supporting visuals.	The case study is completed with thoughtful and reflective remarks, is well designed in line with the project concepts, with good supporting visuals.	The case study is completed at an excellent level with thoughtful and reflective remarks, excellent design in line with the project concepts, with excellent supporting visuals.
2. Group Work- soft skills 5/60	The student has not met the group work learning outcomes and has shown little intent in improving collaboration, by communicating irregularly, shows no empathy to others, uses no emotional intelligence in problem situations, has poor presentation skills, and has not played a part in leadership and nor driving the project forward	The student has met the group work learning outcomes and has demonstrated a fundamental understanding of collaboration, by communicating regularly, shows basic empathy to others, uses little emotional intelligence in problem situations, has fundamental presentation skills, and has played a small part in leadership and driving the project forward	The student has met the group work learning outcomes and has demonstrated a basic understanding of collaboration, by communicating somewhat regularly, shows empathy to others, uses basic emotional intelligence in problem situations, has generally good presentation skills, and has played a minor role in leadership and driving the project forward	The student has met the group work learning outcomes and has demonstrated a good working knowledge of collaboration, by communicating regularly, shows empathy to others, uses emotional intelligence in problem situations, has good presentation skills, and has played a part in leadership and driving the project forward	The student has met the group work learning outcomes and has demonstrated a good working knowledge of collaboration, by communicating with all stakeholders, shows an excellent level of empathy to others, uses emotional intelligence in problem situations, has excellent presentation skills, and has played a leading role in driving the project forward
2. Website is live, requiring no further site changes, and with client sign off 50/60	Website is not live, requiring site changes, team member contribution to project unequal, poor project management skills.				Website is live, requiring no site changes, excellent team member contribution

Electronic assignment submission

When submitting assignments electronically, please use the Electronic Cover Sheet.

<http://goto.murdoch.edu.au/AssignmentCoversheet>

Assignment submission

Please submit your work on time. There is a **10% deduction** per day penalty for late submission.

To make sure that you will not run out of time, it is a good idea to plan your work well in advance. Don't leave it to the very last moment.

Assignments overdue by one week or more will not be accepted unless by prior consultation with unit coordinators. There will be NO comments on late work. Please remember to keep a copy of all submitted work.

See Section 11 in the current Assessment Policy regarding grades.

To access more information please go to GRD338 on LMS
