

MULTIMEDIA ANALYSIS AND DESIGN (B)

STUDENT ID: 2307979

MULTIMEDIA PROJECT (80%)		PROJECT REPORT (20%)	
Score		Score	
TECHNICAL DESIGN (45%) Your design should clearly demonstrate your understanding of theoretical design principles. For example, the use of contrast, repetition, alignment, proximity, clear relevance to target audience; explicit paths for possible actions, visibility of these actions, and discovery. These principles should be applied to the structure, navigation, layout, colour & graphics, multimedia choice and quality, and interaction implemented in	20	REPORT CRITERIA Your report should describe the topic, aims, users and usage scenarios for your project. You should demonstrate how you tested your technical and content design.	14
CONTENT DESIGN (35%) In addition to good technical design, your project must demonstrate information architecture that supports effective communication of content. For example, your project content should demonstrate clear and consistent organization, structure, labelling, and writing	22		
MARKER'S COMMENTS		MARKER'S COMMENTS	
<p>Your multimedia website represents an excellent piece of work, certainly a submission to be proud of! The aos library functionalities have been implemented successfully, thus providing seamless navigation and a clear, contemporary layout. Highly appropriate multimedia, and attention to detail and interactive components, such as the timeline. Exceptional code and commenting! The only issues are the file size and alt tags/captions of some multimedia. At 6.1MB, the homepage video is not fully optimised for web use, and therefore affects loading time considerably when accessing remotely. The same applies for some of the gif images (ca. 4MB each). The video needs closed captions for the visually impaired; and the images a more descriptive alt tag than the name of source/creator.</p> <p>Content has been logically organised into distinct sections, with clear structural cues and labelling - often favouring high contrast (colour and font size) which improves accessibility -- although other accessible features have not been implemented. Very well-curated content, appropriate for the audience, with a clear presentation of the academic debate. Links to external sources are well-placed and relevant, providing further information/evidence at key points. The "Sources" page is a definite highlight here!</p>		<p>A good report overall, with detailed coverage of decision-making approach, content and context identification. What's completely missing here is a section on testing, which is a distinct requirement for this project. You touch on users and usage scenarios to a lesser extent. A few areas lack references to support your decisions and situate them within literature and good practice.</p>	
SCORE FOR WEB PROJECT: 21		SCORE FOR REPORT: 14	

TOTAL SCORE: 20
GRADE: A3