University of Central Lancashire

School of Journalism & Media

MODULE ASSIGNMENT SPECIFICATION

Student name	Danny Dixon	Student ID number	G20539635
Programme	Choose/Enter your programme of study	**Media Production & Technology**	
Module	Interactive Design	**Module level (4, 5, 6)**	5
Module code	TE2041	**Contribution to overall module assessment (%)**	35%
Lecturer	Mark Porter	**Internal verifier**	Megan Knight
Assignment title	**A2: Interactive Prototype, Planning and Development**	**Assignment no. (x of x)**	2 of 2
Hand-out date	13 November 2014	**Submission deadline(s)**	16 January 2015
Formative feedback date	8 January 2015	**Grade and summative feedback date**	5 February 2015

Referencing	In the main body of your submission you must give credit to authors on whose research your work is based. Append to your submission a reference list (that indicates the books, articles, etc. that you have read or quoted in order to complete this assignment) using the <u>Harvard</u> system.		
Disclosure	**I declare that this assignment is all my own work and that I will acknowledge all materials used from the published or unpublished works of other people. All references have been duly cited.**		
Student's signature	*Assignments without a Turnitin submission will not be accepted without a signature here.*	**Date**	16/01/2015

An electronic version of the assignment is to be submitted through <u>Elearn / Turnitin</u> (**see notes in the Submission section below**).	**YES**	✔
	NO	

Learning Outcome(s) tested (from module descriptor)	Assessment Criteria To achieve each outcome a student must demonstrate the ability to:
2. Investigate the requirements of a specific client brief in order to plan a practical and effective solution. 3. Employ project management methods to schedule tasks and allocate resources to deliver an interactive multimedia project, identifying areas for future career development in this type of project work. 4. Demonstrate good practice in the development of interactive multimedia products and systems	• Develop an interactive prototype responsive web site to the client brief • Plan and document a project • Evaluate the technical performance of the prototype • Use industry best practice in creating the prototype • Evaluate the skills learned in delivering the assignment to identify career development opportunities.

This form (ALL PAGES) MUST be inserted at the front of the paper or digital submission.

TASK DESCRIPTION

The project deliverables will consist of an interactive responsive HTML prototype and report; including a project management plan and any relevant client meeting notes.

The PROTOTYPE will consist of 3 to 4 pages that you have determined are key to the web site. You do not have to create any server side coding (i.e. database etc), just the interface, interactions and navigation in a working site (HTML5/CSS3/JAVASCRIPT). You can use annotated stills to show interactions if you cannot code a particular feature.

Prototype

- ✓ Valid HTML5
- ✓ Efficient use of
  - o CSS (print /mobile /screen/responsive)
  - o JavaScript
  - o API's
  - o Libraries
  - o Frameworks
  - o Video / audio
- ✓ Meet Accessibility Requirements / legislation
- ✓ Search Engine Optimised
  - o Domain Name / Search Terms /Keywords / Page Titles
  - o Optimised Content Copy
- ✓ Optimised Code inc. Performance Testing

Documentation

- ✓ Project management plan (Gantt Chart)
  - o Stages
  - o Deadlines / Deployment
  - o Testing schedule
- ✓ A basic SEO strategy rationale with actual examples of keywords etc
- ✓ Page code download report (net tab + yslow)
- ✓ Code validation report
- ✓ An updated style guide to reflect any changes made
- ✓ A brief evaluation of your prototype
- ✓ A potential future site development strategy
- ✓ Identified career development

Demonstration

Demonstrate your prototype to the client, staff and peers

SUBMISSION GUIDANCE FOR STUDENTS

- ✓ Report to Turnitin
- ✓ Prototype on Penguin
- ✓ Penguin URL to Blackboard blog
- ✓ Code (zipped) to Blackboard

Indicative threshold criteria for the deliverable shown below

Project management (Client meetings, User Testing / Prototype Development and Deployment schedule)

70+	A Well organised project. Comprehensive and relevant goals, tasks & deadlines identified. Good use of project planning and management tools. Constraints clearly identified and accounted for, milestones appropriate. Clear scheduling of the testing, deployment and measurement points. Comprehensive user testing strategy
60+	Evidence of project management and identification of key tasks & milestones. Good use of project planning and management tools. Most relevant constraints identified. An appropriate testing schedule provided with most of the major events present in a logical order. Good user testing strategy with indication of testing content
50+	Some evidence of project this planning, testing schedule evident & deployment timetable, with timescales evident. Reasonable notes and some use of project management tools like a Gantt chart.. Some constraints to the project identified. Reasonable notes from client meetings.
40+	Little evidence of planning. Little attempt at project organization only basic notes etc provided. No testing or deployment schedule. Some client meeting notes evidenced.
Fail	No plan or mention of a plan. No Gantt chart or similar project visual planning tool. No testing

Report (S.E.O, User testing, metrics and future development strategy)

70+	Distinctive work, showing independent thought and ability to place a personal value judgment on a range of statements / reports. A sound S.E.O. & future development strategy has been proposed along with an equally sound user testing strategy. Site metrics relate to this strategy and would prove clear and illuminating.
60+	Evidence of independent thinking and / or logical argument, with some value judgment, and some logical strategy, evaluation and conclusions. A well-structured S.E.O., user testing and development strategy. A sound indication of future developments & key metrics used to measure the prototype's success clearly identified. Full referencing of assets used in the correct format has been provided.
50+	Development of some independent thinking and strategy. Views indicated in broad terms but personal rather than objective. Limited evaluation and conclusions of the project. Basic S.E.O. and user testing strategy present. Some indication of possible future developments of the prototype & potential methods to measure the success of the site with appropriate metrics. Some referencing of code and other assets used.
40+	Standard view rather than independent view presented. Little evidence of independent thinking. Few valid or relevant conclusions. Virtually no inclusion further planning, user testing, S.E.O. strategy or metrics. No performance charts. Basic Referencing
Fail	Missing strategy or highly rudimentary piece. Presentation of the piece is poor. No referencing.

Prototype Code architecture and Performance

70+	Very well organised prototype site. Immaculate file naming and folder structure. Extensive use of API's, Libraries, Plug-ins, Frameworks and fonts create a rich media prototype. Validates for XHTML strict. No redundancy or duplication of code. Customised use of API's etc to demonstrate a high level of functionality to the client. Extensible code architecture with consistent and clear file naming and organisation. Optimised performance and fully optimised for SEO.
60+	Well structured code. No validation errors, little or no redundant code or css rules,. Good use of libraries / frameworks/API's. Good site architecture and file management. Use of hosted fonts or @fontface, use of sprites and image replacement techniques. Responsive framework well implemented with customisation of layout. Code mostly optimise for performance and some optimisation for SEO
50+	Code validates accessibility errors. Unused or duplicate code present. Some folder structure. Interactive features broken or not explained visually. Some use of frameworks or libraries or API's. Use of @fontface or similar. Some use of image replacement techniques. Flexible responsive design, but out-of-the-box code used to achieve it. Some optimisation of content but not all, to increase prototype performance. Some indication of optimisation for S.E.O.
40+	Many validation errors & accessibility errors. Code messy and files disorganised. None functional elements. Code verbose. Limited use of libraries or frameworks. Embedded css styles. Use of standard fonts only. No evidence of a template. Fixed width, or scalable site, not responsive. Slow performing site, nothing optimised for SEO.
Fail	Insufficient pages. Limited Functionality. Poor coding practice.

MARKING CRITERIA

This section details the assessment criteria. The extent to which these are demonstrated by you determines your mark. The marks available for each criterion are shown. Feedback will be provided within 15 working days to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Principles of assessment applied	Weight %	Grade %
Knowledge and understanding		
The work demonstrates knowledge and understanding of the chosen methods / principles and development techniques.	**15**	
Critical analysis		
Not assessed	**0**	
Application to design and synthesis		
Creating a well structured and functional prototype	**60**	
Evaluation and conclusions		
Evaluating the prototype's effectiveness and future development	**10**	
Referencing and supporting evidence		
Use of external technical and media resources	**5**	
Oral communication		
Prototype demonstration	**5**	
Written communication		
Quality of presentation including the standard of written English, structure and layout, along with any supporting evidence (appendices) & Presentation	**5**	
Group work		
Not assessed	**0**	
TOTALS		
	100	