CP3402 Assignment 2 & Presentation

Task:

In this group assignment, you will work in a team of 4 or 5 people to develop and deploy one website using WordPress. Your site must be designed using your own custom theme (not child theme) that you create based on an appropriate "starter theme". As described in the presentation details below, your group must come up with and use an appropriate modern collaborative development and deployment workflow for this project.

Design:

You should perform all the usual design steps like information architecture, interface design and information design. All design decisions are up to you except for anything specified as a requirement by the client. Your custom theme design should be appropriate for your goal and target audience.
Note that the theme you create should be a complete and reusable WordPress theme following the standards, not one hard-coded specifically for this site.

Content:

Your site should include content suitable for the goal/audience/client. You should modify and improve any content provided by the client as appropriate for your goals but you are not expected to create new content or do substantial editing.

Documentation:

Your team must produce an industry-style README in your project repository that provides useful documentation to future developers and site maintainers.

- Documentation should allow a new developer to continue **developing** (theme details) and **deploying** (publishing workflow) your site. This is non-trivial and should be enough information that someone could actually follow it successfully. Do not recreate existing documentation such as how to install Vagrant, Docker, etc.
- Think about someone who already knows WordPress taking over the running of the site: how do they add new content; e.g. as a page or a post? You may have used a plugin for a calendar of events or something, which needs to be described. Do not recreate WordPress documentation, but clearly explain to the client's site maintainer how this particular site is organised and can be maintained.

Individually, you need to write a short report and place it on your **LinkedIn** profile under "**Projects**" that effectively summarises this project, highlighting the technologies and tools used, the skills you developed and the role/s you performed. Include proper (clickable) links to the LinkedIn profiles of rest of your team (that's a feature of Projects on LinkedIn, not something you just put in the text). This is also non-trivial and should be well-written and purpose-driven. A good idea is to write this in first-person voice and include relevant example stories of how your skills were used in specific ways during the project. It is not sufficient to include a list of technologies you used or just terms like "project management skills".

In their 2018 report, *"Employability in a Global Context"*, Smith, M., Bell, K., Bennett, D., & McAlpine, A. talk about a similar teaching approach that *"helped students align what they were learning with opportunities within and beyond the core curriculum"*, which *"avoided the tendency to have students 'tick the competency boxes' (the processional approach) and instead challenged students to plan and reflect on the process and outcomes of their experiences 'in a more meaningful way ... talk about the skills you developed, how they related to what you were learning inside the classroom, how it would enrich what you were learning ... put the pieces together'."* In a similar way, the intention of this LinkedIn report is to help *you* plan and reflect on how the subject has improved your employability. Completing this report thoughtfully will increase your visibility to potential employers and enrich what you have learned in the subject.

Requirements and Resources:

You must use project management and communication tools as part of your development workflow, both to facilitate your group project work and as a way for your lecturer/markers to evaluate your contribution to the project. Your team will be added to a Slack group for communication; you will be given GitHub repos (see below), and you can use Trello or GitHub projects as your project management 'board'. These can be integrated together effectively. If you prefer to use different tools, then this must be discussed with and approved by your lecturer.

Login to GitHub, then create or join your group's GitHub repo using this GitHub Classroom link:
Code (site/theme): https://classroom.github.com/classrooms/58672210-jcus-cms-cp3402-2020-sp52
(optional) Environment: TBA***

If you are the first in your group to create the GitHub repo, then when asked for your repo name, it should be the same as your Slack group name so that it's easy to find you (e.g. cp3402-2020-team34). This will give you, your team and your lecturer/markers access to your repository without having to worry about adding collaborators. You only need to put your custom theme folder or wp-content folder under git (don't include core WordPress files). It should be kept up-to-date throughout the project.

Your production and staging sites must be published on (different) public Web servers. It is up to you to figure out appropriate hosting, but you are not expected to pay any money for hosting. Consider the options in the subject resources, all of which have free/student tiers available.

Integrity:

The work you submit for this assignment must be your own. You are allowed to discuss the assignment with other students and get assistance from your peers, but you may not do any part of anyone else's work for them and you may not get anyone else to do any part of your work. Work that is too similar to another group's work or work from an outside source will be dealt with promptly according to University procedures for handling plagiarism. For this assignment, it is acceptable to use free resources from appropriate sources and modify them to suit your project, but you may not use anything in a way that infringes copyright or other laws. You should cite the original source in your documentation (a2.html file). Note that your theme must be developed from a "**starter theme**" (like underscores), which is a theme designed specifically to be used for creating a new theme. You may not start from a theme that has significant design and functionality ready-made beyond what a starter theme has.

Submission:

A template submission file, **a2.html**, is provided for you. Complete this with the requested information (including login details and links to your sites) and upload it to LearnJCU under Assessment.
You also need to submit a zip file of your theme, and a WordPress export of your site. Please do these as three separate files (do not zip them up into one file) submitted once by one team member (group submission).

Each group also needs to submit their presentation slides (see below for presentation details).

Each individual should also **submit their LinkedIn profile URL** separately on LearnJCU (as this mark is individual, not per group) as text, not in a file.

Lastly, you need to complete a peer assessment via CATME (the link will be provided later) where you evaluate yourself and every member of your team, which will be used to handle any cases of inequity. This is also a useful reflection activity. **This is mandatory and students who do not complete the peer assessment will receive zero marks the assignment (and therefore fail the subject).**

Students who "freeload" by letting other team members do an unfair portion of the work will have their marks reduced. Students who do not manage the teamwork aspects effectively (e.g. are unnecessarily difficult to work with) will have their marks reduced even if they do a lot of work.

If there are problems in your group, please discuss this with the tutor and/or lecturer early on. Do not wait too long to deal with any issues.

Due:

Submit your assignment by the date and time specified on LearnJCU.

Submissions received after this date will incur late penalties as described in the subject outline.

Marking Scheme:
Ensure that you follow the processes and guidelines introduced in class to produce high quality work. This rubric provides you with the characteristics of exemplary to very limited work in relation to task criteria.

Criteria	Exemplary (9, 10)	Good (7, 8)	Satisfactory (5, 6)	Limited (2, 3, 4)	Very Limited (0, 1)
Publishing	Site is available in production, staging and local development	Site is available in production and local development, but not staging	Site is available in production and staging but not local development	Site is only available in local development or production	Site is not available anywhere
Content	Site content is complete and accurate; text and media are all well-integrated		Site content is incomplete; not all media are present or not well-integrated		Minimal or poor site content; not all media are present
Goal-Driven	Goals of the site are clear in the design and calls-to-action are well used		Design has some goal-orientation, but mostly misses the opportunities to lead users; calls-to-action are not evident		There is no sense of the site design being goal-driven
Information Architecture	Content has been thoughtfully organised to be suitable for site goals; navigation is intuitive		Not all content is well-organised; navigation is not always intuitive		Content placement seems illogical; navigation is difficult
Information Design	Text has been formatted to be suitable for scanning and for site goals; images enhance meaning of text	Exhibits aspects of exemplary (left) and satisfactory (right)	Some content is well-formatted but not all, e.g. some text needs to be made more scannable; images are not well-used	Exhibits aspects of satisfactory (left) and very limited (right)	No evidence of thoughtful information design; content appears to be untreated
Interface Design (custom theme)	Design is professional, consistent, suitable for site goals and audience		Design is not suitable for site goals and audience, obvious inconsistencies across different pages		Poor quality design, not suitable for site goals and audience, or not using custom theme
Theme	Theme development is complete; structure and theme follows WordPress standards and guidelines; theme is reusable (no hard-coded content)		Theme development is incomplete; problems with structure or code not following standards and/or guidelines, and/or reusability problems, e.g. hard-coded content		No custom theme developed (e.g. child theme used)
Version Control	Version control used properly - multiple commits by all team members, decent messages, no duplicate files in different folders		Version control used but not well, e.g. insufficient commits or limited commit messages or not all team members have committed		Version control not used at all
Project Management and Communication	Use of tools is very good, with evidence of consistent effort and meaningful communication		Use of tools is not good enough, with evidence of inconsistent effort and minimal communication		Project management tools not used at all or not visible to marker
Documentation	Documentation is complete, without error and well-written; it would be easy for someone else to continue to develop and deploy the site		Documentation is mostly complete and/or contains errors making it harder than need be for someone else to continue to develop and deploy the site		Documentation is mostly incomplete or incorrect
LinkedIn Project Report *Individual mark – per student* **worth double**	Report is well-written, goal-driven, and effectively summarises the project, highlighting the skills used/learned and the role/s performed; correctly links to the rest of the team		Report is mostly complete but is not well-written, lacks promotion and/or doesn't highlight roles and other team members		Report is mostly incomplete or incorrect

Presentation

With the same group as for the development assignment above, present a demonstration and justification of your chosen **development and deployment workflow**. Your group will research, decide on and use a modern process for collaborative development and deployment considering best-practice issues such as project management, source control, testing and automation. You will use this workflow for developing your WordPress site and theme, then present the process and your analysis and justification of it (pros and cons, insights learned). In your analysis, you should discuss any other options that you considered or tried and describe why you chose your final process. It is ideal if you have tried and tested a variety of options. Note that you do not need to talk about designing your actual site, the client, etc. – just the workflow.

Form:

Every member of your group must participate and talk (roughly equally) in the presentation.
You should present for between **5 and 10 minutes**.
A key part of your presentation is a **live demonstration** of how you can update a site in a local environment, use appropriate source control, and efficiently update a live site. Ideally, this would include both theme code and database content, and include staging as well as production.
Make sure you prepare a realistic (not "blah blah") change to demonstrate... and practise it!

Marking Scheme:

Criteria	Exemplary (9, 10)	Good (7, 8)	Satisfactory (5, 6)	Limited (2, 3, 4)	Very Limited (0, 1)
Content	Coverage of topics is appropriate and well balanced including good justification. The presentation appears to have a clear audience and goal.		Coverage of topics is reasonable but not well balanced or justified. Audience and goal could be clearer.		Important content is missed. No clear audience and goal.
Visuals and Demonstration	Demonstrations are effective and well planned. Use of visuals enhances the presentation and meaningfully connects with the content being presented.	Exhibits aspects of exemplary (left) and satisfactory (right)	Demonstrations are passable but not realistic or not well executed. Visuals don't always line up with the talk or the presentation lacks visuals that would enhance it.	Exhibits aspects of satisfactory (left) and very limited (right)	Demonstrations are missing or messy. Visuals are poor.
Structure	Students present information in a logical sequence which audience can follow. Strong introduction and conclusion.		Presentation sequence makes it harder for audience to follow than it should be. Introduction and/or conclusion are not strong.		Poor sequence of information means audience cannot understand presentation. Start and finish are very weak.
Group Work	Presentation is shared well, each person's part logically flows, contributing to one coherent well-organised presentation.		Presentation is not shared evenly, each person's part is separate, changeovers are a bit messy.		Not all members contribute and/or sharing is problematic.
Delivery Style Individual mark – per student	Student maintains eye contact with audience, seldom returning to notes. Clear voice and good pronunciation. Audience can hear presentation. Use of voice is dynamic and enhances meaning of presentation.		Some eye contact, reading for much of presentation. Voice is too low or unclear. Tone is not interesting.		Reading for majority of presentation with little to no eye contact. Unclear voice, incorrect pronunciation. Tone is monotonous or uninteresting.