

# Dynamic Web Authoring

## *Assignment One Specification*

**Submission Date: 17:00, 19/02/2021**

**Feedback within 20 working days**  
*40% of Module Mark*

## **1 Requirements**

This assignment will be completed in groups of four students and you will be required to create a design specification for an interactive dynamic website (themes presented in Section 2). The website should contain multiple-pages and should be standards-compliant and be capable of gathering and conditioning data supplied by a user. Dynamic interactive design and event handling techniques (for example, animation, banner, image effects, date/time, form validation, calculator, cookies *etc.*) are required. Background research is **essential**. Students will have to create four separate items for this assignment, as detailed below:

### **1.1 Design Brief Document**

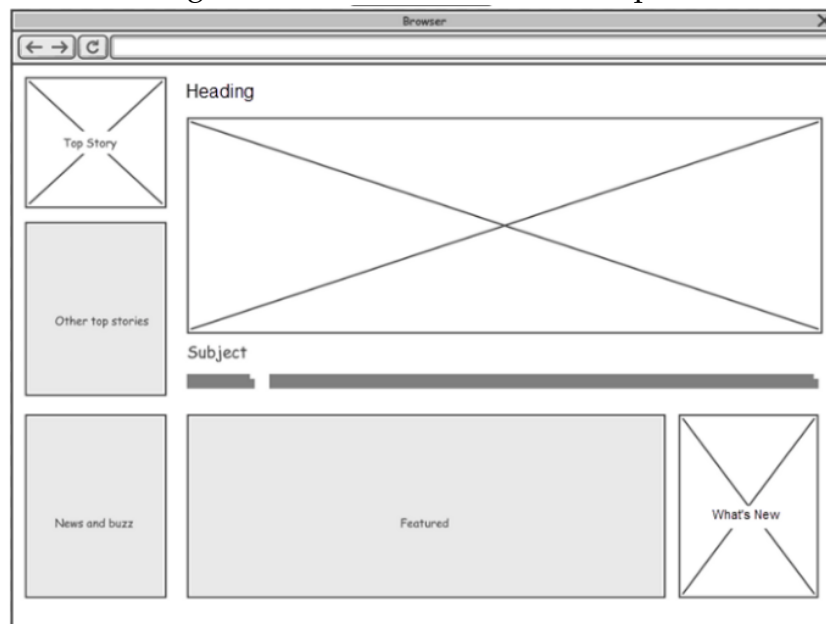
Each group will produce a design brief document which will provide a means of clearly communicating the website design requirements and will be used to inform the implementation of the website in your second assignment. As a minimum your design document should contain the following information: (information can be simulated)

- Introduction
- Target Industry / Audience
- Objectives / Project Purpose
- Corporate Identity – Logo, Font, Colours, *etc.*
- Competitors

## 1.2 Prototype Wireframes

Each group member must come up with a potential design possibility for your website. A wireframe is defined as *“a two-dimensional illustration of a page’s interface that specifically focuses on space allocation and prioritization of content, functionalities available, and intended behaviors.”*. An example of a wireframe is shown in Figure 1.

Figure 1: A basic wireframe example.



Tools such as Adobe XD may be used or you can use a series of digital images of hand drawn sketches, methods such as the 6'Up design method can also be used within your group (<https://worldofdigits.com/?toolkit=6up>) if you wish.

## 1.3 Final Wireframes

After your group has created your three potential design possibilities a final design must be decided upon. This can be one of the potential designs or can be an amalgamation of multiple features from the prototype wireframes. Again, tools such as Adobe XD may be used or you can use a series of digital images of hand drawn sketches. However, this final wireframe should be of a much higher and professional standard than the prototype designs and must meet the following list of points:

- The designs must be clear, annotated with your design decisions and include explanations provided to support decisions made.
- A user should clearly be able to learn how to use the system from the designs shown.

- It should be intuitive to the user how the screen designs flow in sequence and what actions should be taken next.
- The wireframe should be completed to a professional standard.

## **1.4 Video Submission**

Each group will submit a single video submission where the previous items are discussed and presented (every group member must contribute to the video). The video submission should cover:

- An overview of the design document, summarising each key aspect of the document.
- Each prototype wireframe should be presented and briefly discussed.
- Discussion on which prototype was chosen for the final wireframes.
- The final wireframes should be presented.

The video should be no longer than 15 minutes, a single mark will be deducted for every minute the video submission is over the allocated time limit.

## **2 Theme Scenarios**

Below is a list of theme scenarios for your website, you are free to choose any from this list.

1. Travel agency
2. Hotel booking
3. Estate agency
4. DVD rental
5. Online ticket booking
6. Garage car sales
7. Cinema booking
8. Bank mortgage sales
9. Car rental

## **3 Submission Details**

The following items must be uploaded to Blackboard before the deadline stated, should there be any issues with upload limit size on Blackboard your submission must be uploaded to your University OneDrive account and a shareable link emailed to the lecturer before the deadline stated.

- Design Brief Document
- Prototype Wireframes
- Final Wireframes
- Peer Review Form – this will be made available on Blackboard

All three items should be in a single compressed folder with the following naming scheme: GroupNumber\_B-Code\_LastName\_FirstName.

**The submission deadline is 23:59, 19<sup>th</sup> February 2021.**

## **4 Assessment**

The assessment will be marked out of a total of 100 marks based on the quality of the highlighted areas in the mark breakdown. The mark breakdown is as follows:

### **Design Brief Document – 20 marks**

Your design document will be assessed on the following criteria:

- Has the target industry and audience been taken into account and the design leveraged to this market?
- Does the website have clearly defined objectives and purpose?
- Has a suitable and professional corporate identity been established?
- Has a thorough review on existing competitors in the theme area been carried out?
- Has the report been presented in a professional format?

### **Prototype Wireframes – 10 marks**

Your prototype wireframes will be assessed on the following criteria:

- Has the target industry and audience been taken into account and the design leveraged to this market?
- Do the wireframes have clearly defined objectives and purpose?
- Has a suitable and professional corporate identity been established?
- Has a thorough review on existing competitors in the theme area been carried out?

## **Final Wireframes – 20 marks**

Your final wireframes will be assessed on the following criteria:

- Is the final wireframe clear, annotated with design decisions and includes explanations provided to support decisions made?
- Can a user clearly be able to learn how to use the system from the designs shown?
- Is it intuitive how the screen designs flow in sequence and what actions should be taken next?
- Is the wireframe completed to a professional standard?

## **Video Submission – 50 marks**

Your video submission will be assessed on the following criteria:

- Does the video summarise each key aspect of the document and give an overview of the design document?
- Is each prototype wireframe presented and briefly discussed?
- Discussion on which prototype was chosen for the final wireframes.
- Professional presentation of the video.

## **Peer Review Form**

This assignment will normally be completed in groups of four. Every member of the group must fill in the “*Peer Review Form*” on Blackboard to indicate what percentage of effort each member has made to the overall assignment (additional evidence can be supplied along with the “*Peer Review Form*” in a zipped folder).

For any group submission deviating from an equal division of effort, marks for this assignment will be scaled up or down according to the declarations made. The scaling will happen according to the following example of the scheme: Consider that a member of the group is reported to have put in 20% effort (each member should be putting in an equal 25%) as a result their mark will be scaled down by 5%.

**It should be noted that complete non-engagement by a group member can result in the extreme to a mark of zero being awarded for the individual.**

## **5 Feedback Comments**

The following are considerations that will be commented on and are set out here as additional guidance on the level of work expected.

- What level of overall effort is evident?
- How do the wireframes appear? *I.e.* visually, is it well laid out, attractive with good choices of font size and colour – accessible?
- Quality of rationale given for justification of choices.
- Is there a clear rationale on why one of the prototypes was selected as the final design?

## 6 Plagiarism

Before you submit your coursework note the University policy on plagiarism and by uploading the work you will be deemed to be in agreement with the declaration that your coursework is all your own work. Where you have incorporated any freely available code libraries, as long as you retain any copyright or other statements concerning authorship contained in them, you will not be open to the charge of plagiarism.