
title: Coursework 1 Specification author: - Fania Raczinski - Dave Everitt date:
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Figure 1: DMU logo

Leicester Media School

TECH3015: Multimedia III

Session: 2019/20

Coursework 1 - Specification

Module Name:	Multimedia III
Module Code:	TECH3015
Title of Assessment:	Coursework 1
This coursework item is:	Summative / ~Formative~

The learning outcomes that are assessed by this coursework are:

- to understand Information Architecture and plan a website according to its principles
- to understand the concept of responsive website design and use this knowledge to plan a fully responsive website
- to understand principles of design and user interaction
- to build an awareness of web accessibility issues and incorporate appropriate measures into the planning of your own site
- to critically evaluate your planning process, your skills, your needs, any user feedback, and any of the above points

This coursework constitutes 40% of the overall module mark.

This coursework is:

Individual / ~Group~

Date set:	30th September 2019
Date and time due:	12pm (midday) on Friday 13th December 2019
Your marked coursework and feedback due:	Monday 20th January 2020

If for any reason this is not forthcoming by the due date your module leader will let you know why and when it can be expected. The Associate Professor Student Experience (CEMstudentexperience@dmu.ac.uk) should be informed of any issues relating to the return of marked coursework and feedback.

Note that you should normally receive feedback on your coursework by no later than 20 University working days after the formal hand-in date, provided that you have met the submission deadline.

When completed you are required to submit your coursework to:

A PDF of your report should be submitted through the Turnitin link in the Assessments section of the TECH3015 Blackboard page (see deliverables below). If you need any support or advice on completing this coursework please visit the Student Matters tab on the Faculty of Technology Blackboard page.

Late submission of coursework policy

Late submissions will be processed in accordance with current University regulations which state:

“the time period during which a student may submit a piece of work late without authorisation and have the work capped at 40% [50% at PG level] if passed is 14 calendar days. Work submitted unauthorised more than 14 calendar days after the original submission date will receive a mark of 0%. These regulations apply to a student’s first attempt at coursework. Work submitted late without authorisation which constitutes reassessment of a previously failed piece of coursework will always receive a mark of 0%.”

Academic Offences and Bad Academic Practices

These include plagiarism, cheating, collusion, copying work and reuse of your own work, poor referencing or the passing off of somebody else’s ideas as your own. If you are in any doubt about what constitutes an academic offence or bad academic practice you must check with your tutor. Further information and details of how DSU can support you, if needed, is available from the Academic Support Office:

- Academic Offences
- Bad Academic Practice

Overview

Worth **40%** of the module total, your first coursework will see you produce an individual piece of work. This will involve planning and designing a responsive website, this should include wireframe sketches, final designs including navigation, mood board, content inventory, testing from card-sorting in the labs and interaction design (what changes, how and why). You also need to explain how you will prepare media types and text content for web delivery.

The submission deadline for this work is **midday (12pm) on Friday 13th December 2019**. You are encouraged to seek feedback from your lab tutor throughout the first semester on your ongoing work.

This design and specification can form the basis of what you produce for coursework 2 (but does not have to be), so this is a great opportunity to get some thorough feedback before moving onto production for the second coursework.

Where to Start?

Your first job is to decide what your page is going to be. Although you are going to carry this design forward into coursework 2, you can make changes between the two based on the feedback you'll get, so don't feel you've got to commit to something that will satisfy CW2 right now.

However, there are a number of points that your page should satisfy:

- uses or presents multimedia content
- uses animation in the user interface
- is accessible
- is mobile-first, then adapts to any screen size
- is valid HTML
- contains multiple pages/sections

If you're stuck for an idea, you'll find some suggestions at the end of this brief, so feel free to use one of them.

Once you know what your website is going to be all about you can start planning it all out:

- draw out some rough pencil sketches and wireframes (you can start on paper)
- collect media content (i.e. images, videos, audio, icons, fonts, etc.)
- start writing out any text content you need (in plain text)
- think about your menu structure (and possibly do some card sorting with some friends)
- experiment with different colour schemes and fonts
- produce more detailed designs (use Photoshop or similar or an online service)

- get feedback from friends and others and keep a record of their comments
- make sure your media content is resized, compressed, etc. for the web
- experiment with different layouts, especially for different screen sizes

Finally, make sure you read the marking criteria and fill in any gaps that you haven't addressed already.

What to Submit / Deliverables

Your final submission will be a **single compiled report of around 1200 words** plus imagery and references, as a PDF (you can generate a PDF from e.g. Word).

The report should contain:

- a brief outline explaining what your website is about
- wireframes (mobile, tablet, desktop)
- design sketches and finished design
- evidence of user feedback
- commentary and/or annotations on images
- critical analysis

It might also contain:

- site map
- content inventory
- user stories / user profiles
- moodboard, colour theme, font choices, etc.
- consistent formatted references

Your report will be submitted through Turnitin. If you do not submit through Turnitin, it will not be marked.

Marking Criteria

There are five marking criteria, each worth an equal 20% of the total coursework mark for assignment 1.

This means that each deliverable might contribute to several or all of the marking criteria and vice-versa.

Information Architecture

This is concerned with the organisation and structure of your content.

- every section/page is easily findable from any other section/page
- content follows logical groups and avoids cognitive overload

- suitable headings and subheadings, and lists, etc. where appropriate
- clear thinking about users, content and context
- consistent language (controlled vocabulary) throughout the site
- justification of design, regarding familiar mental models and assumptions the target audience may already have
- clear indication of current location in respect of whole website content ("you are here", breadcrumbs, highlight current menu item, etc.)

To help you meet the criteria above, consider preparing any or all of the following:

- site map
- content inventory
- wireframes (mobile, tablet, desktop)
- design sketches and finished design
- user stories / user profiles

Responsiveness

This is concerned with the degree to which to make sure your site adapts to the screen size it is being used on.

- awareness of mobile first design principles
- clear differences between mobile and desktop versions (and tablet version if needed)
- navigation and menus respond to changes in and are suitable for any screen width
- content layout adapts to any screen size
- mobile content takes account of readability (e.g. font size, heading length, button/link size)
- concealing complexity and simplifying content for mobile screen sizes

To help you meet the criteria above, consider preparing any or all of the following:

- wireframes (mobile, tablet, desktop)
- design sketches and finished design

Design & Interaction

This is concerned with your plans for user interaction with elements on your page (e.g. clicks, hovers, and scrolls). This may include transitions, animations, and transforms.

- adherence to PARC principles
- creative use of white space (no overcrowding, especially at desktop size)
- consistent margins and alignment of design elements
- legible fonts and colour choices
- visual design scales smoothly to larger screen sizes

- any interaction is appropriate to device type (e.g. no dependence on hover for mobile)
- consistent use of hover states
- creative use of interaction (e.g. dropdown menus, swiping, animations, scroll events, ...)

To help you meet the criteria above, consider preparing any or all of the following:

- moodboard, colour theme, font choices, etc.
- wireframes (mobile, tablet, desktop)
- design sketches and finished design

Accessibility

This is concerned with the degree to which you make sure your site is as accessible as possible to all.

- content inventory includes alt image attribute text
- planning for accessible media (e.g. video subtitles, full user controls)
- awareness of semantic structure
- main content is clearly distinct from rest of page
- clickable targets are large enough on mobile
- colour scheme has enough contrast
- text is readable and zoomable (especially on mobile)

To help you meet the criteria above, consider preparing any or all of the following:

- site map
- content inventory
- wireframes (mobile, tablet, desktop)
- design sketches and finished design
- user stories / user profiles
- moodboard, colour theme, font choices, etc.

Critical Analysis

This is concerned with your ability to critically evaluate your own skills, needs, and planning process.

- honest self-evaluation of your strengths and weaknesses so far
- clear grasp of skills you need to implement and build the actual website
- outline of any third-party involvement in your planning process (e.g. card sorting, feedback on wireframes and/or designs)
- clear and readable structure of overall document (headings, page numbers, image captions, etc.)
- back up any assertions (e.g. "most people use a smartphone these days") with specific references

To help you meet the criteria above, consider preparing any or all of the following:

- evidence of user feedback (e.g. card sorting, design feedback, ...)
- consistent reference formatting

Example website ideas

Here are a few examples of what you could do. You can use one of these ideas as a start point as it is, or simply for inspiration to get you going.

A Single-Page Website

Multiple sections combine into a single long vertical-scrolling page. As the user scrolls down, new sections are introduced through a combination of background (colour, shape, image) and foreground (text, graphics) animations. A menu provides direct access to each section.

Portfolio Website

A CV like website that lists achievements and showcases demos of your work.

Online Gallery

A grid of thumbnails presents a range of artwork. Click on one and you can see it full size, alongside notes such as the artist, medium, date etc. The thumbnails in the grid are resizeable - when they're made larger, you get less in a row - they rearrange. The grid is filterable: the user selects to just show photography, everything else disappears and the grid rearranges.

A Personalised Story

The user enters their name and other details on page 1, before being presented with a simple interactive story that incorporates these details. Animations mark the transition between scenes and the introduction of text and graphics within them.