DECO 1400 Web Design and Implementation Assessments

Website Design

Design Report (30%): 19 April 2024, 4:00pm

Your task is to design an interactive website and document the design process from its conception to testing stage.

The website can be on any topic you are interested in.

The design report should be 10-page *maximum*, with font 12 (paper size A4). This does not include the title page and references. The number of web pages you design should be 4-8 pages.

Please feel free to use an Appendix if you need extra space.

Submit your report through Blackboard by the due date.

Include the following sections in your report:

- o Introduction (what is your website about, who is the target audience, why you came up with the idea) - creating *user personas* is optional.
- o Site Map
- o Low fidelity (paper sketches) - creating *wireframes* is optional.
- o High fidelity prototype of your website (using a design tool introduced in Week 4 Lecture Slides)
- o Design decisions you have made based on Nielsen's usability heuristics.
- o Conclusion (summary of your report and deliveries, challenges you faced and future work)
- o List of references (if you have any)

Marking rubric is included in Appendix A.

Samples from previous years can be found on Blackboard (Assessments page). Please note the page limit was 8 pages in previous years. We extended it to 10 pages following student feedback.

Plagiarism:

Please note this is an individual assessment and **must be your own, original work**. If you are using any content from the Internet, make sure you include the reference in your report. Plagiarism is considered a serious offence at UQ. Failure to declare the distinction between your work and the work of others will result in academic misconduct proceedings. Generative AI can be used to "enhance" your writing and if used, its use must be acknowledged.
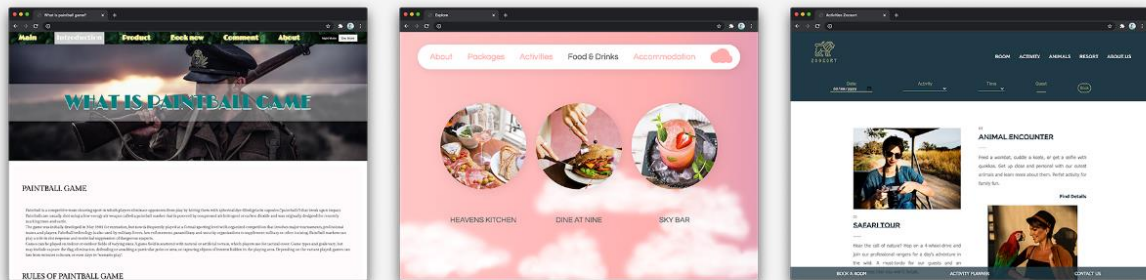
Referencing:

Both IEEE and APA styles are acceptable as long as it's consistent:
http://guides.library.uq.edu.au/referencing

Website Implementation

Website Source Code & Poster (50%): 24 May 2024, 1:00pm

Website Presentation (10%): Week 13, during your practical session.

Demo: Week 11, demo of the website draft/work in progress during your usual practical session

Website Implementation & Poster (50%)

You should use HTML5, CSS and JavaScript to implement your website (4-8 web pages). The website should be responsive, and work on tablet and mobile devices as well.

The topics you can choose from: your favourite holiday destination, muffin recipes, cars, photography, portfolio. Alternatively, you may choose a topic of your own. Feel free to discuss the topic with your teaching team or myself, if you are unsure. The sky is the limit! :-)

You may continue working on the same topic you chose for the *Web Design* assessment or pick a new topic, if you are not able to build on your design ideas or have new ideas. Please feel free to discuss your topic with the teaching team.

Your website files & folders should follow the structure below:

- *index.html*
    - *Your home page file should always be named **index.html**, stored at the root.*
- *[...].html*
    - *Include all other HTML files for your website*
- *css*
    - *style.css*
      *Your main CSS file should be named **style.css**.*
    - *Where possible & to improve portability of your website files, ensure any CSS files you've used with JavaScript plugins are downloaded locally and placed in this folder (if you're using any plugins).*
- *images*
    - *All images should be contained in this folder.*
- *js*
    - *script.js*
      *Your main JavaScript file should be named **script.js**.*
    - *Where possible & to improve portability of your website files, ensure any JavaScript files you've used with JavaScript plugins are downloaded locally and placed in this folder (if you're using any plugins). Also, download a copy of jQuery JavaScript file and place it in this folder as well (if you're using jQuery for this assignment).*
- *files*
    - *All other files (e.g. Poster, document containing your Reference list, README) should be contained in this folder.*

Zip the folder, name it FirstNameLastNameStudentID.zip (e.g. ClaireZhao123456.zip) and submit it on Blackboard by 24 May.

You are not allowed to use a website builder for this project. Use of 3rd party frameworks such as Bootstrap, React etc. is allowed but discouraged.

There are no requirements for back-end development in this course. You are welcome to try it out, if you wish, but that's *optional* and only for those students who have prior experience.

Poster:

Please also prepare an **A1 sized poster** outlining a brief overview of your website and the potential audience, your low and high-fidelity design prototypes, screenshots of the website, what lessons you learnt along the way (reflection) and and future work (extra features that can be added, enhancements that can be made and/or things you would have done differently, if you had more time).

The poster should be submitted on Blackboard by 24 May. **No** need to print the poster.

These links might be useful, if you are not sure how to design a poster template:
https://ugs.utexas.edu/our/poster/templates
https://ugs.utexas.edu/our/poster/samples

In-class Website Presentation (10%) - Week 13:

You will have maximum of *5 minutes* to present your website to your demonstrators during your usual practical session in Week 13. That includes presenting your poster + live/recorded demo of the website. Please do not go over time.

Work in progress **must be demoed to teaching staff during Week 11**. Your website does not need to be completed by Week 11. You might not have responsive design implemented yet or some pages might still be work in progress, but you need to demonstrate progress towards completion.

The teaching team will monitor students' progress and ask questions to ensure that students are completing their own work. If the student cannot answer the questions or does not demo their draft website and/or do not show satisfactory progress, they will not be able to pass this assessment.

As this is an Identity verified assessment, you must have your student ID on you.

Marking rubric is available in Appendix B.

Passing the course

In order to pass the course as a whole, students must pass the **Website Implementation** assessment, with a final grade of **at least a Pass (4)**. Failure to meet this requirement will result in the final grade being capped at Fail (3), regardless of performance in other assessment items. Please refer to the Course Profile for more information.

Plagiarism

Please note this is an individual assessment and **it must be your own, original work.** If you are using any content from the Internet, or course content, make sure you include the reference in the comment section of your code. Alternatively, a reference list can be submitted as a .doc file with the source code. Plagiarism is considered a serious offence at UQ. Failure to declare the distinction between your work and the work of others will result in academic misconduct proceedings.

You may include any work you produced for Practical sessions (and acknowledge the source), however you must not use another student's work or copy and paste from the Internet, without referencing it. Check with your teaching team, if you need further clarification or post your questions on Ed Discussion forum.

Extensions

If you require extension, you should apply via my.UQ. For this assignment, a maximum extension period is 7 days (see section 5.3 of the ECP). You can find more information about how to apply for an extension, as well as valid reasons for extension in this page: Applying for an assessment extension.

Late Submission

Assessment items received after the deadline will be subject to a late penalty of one grade per 24 hours if graded on a scale of 1-7. More than 7 periods of 24 hours, 100% penalty will be applied. When submitting your assessment items through Blackboard, please allow plenty of time for the submission to be uploaded as many students will be attempting the same task at the same time. Be sure to allow enough time for uploading of assessment files. It is your responsibility to check that submissions have been uploaded correctly and ensure that you have received a digital receipt.

DECO 1400: WEB DESIGN REPORT RUBRIC

CRITERIA	FAIL	PASS	CREDIT	DISTINCTION	HIGH DISTINCTION
LOW FIDELITY PROTOTYPE 20% of total grade	Minimal or no low fidelity prototype. Insufficient explanation. The student has no or limited understanding of the underlying concepts.	Adequate level of presentation. The submission demonstrates at least a basic understanding of the low fidelity prototype concepts.	Appropriate level of presentation. The submission demonstrates a sound understanding of the low fidelity prototype concepts	Good level of presentation. The student has demonstrated a clear level of understanding of the low fidelity prototype concepts.	Excellent and insightful presentation. The student has demonstrated a high level of understanding of the low fidelity prototype concepts.
HIGH FIDELITY PROTOTYPE 20% of total grade	Minimal or no high fidelity prototype. Insufficient explanation. The student has no or limited understanding of the underlying concepts.	Adequate level of presentation. The submission demonstrates at least a basic understanding of the high fidelity prototype concepts.	Appropriate level of presentation. The submission demonstrates a sound understanding of the high fidelity prototype concepts	Good level of presentation. The student has demonstrated a clear level of understanding of the high fidelity prototype concepts.	Excellent and insightful presentation. The student has demonstrated a high level of understanding of the high fidelity prototype concepts.
DESIGN DECISIONS BASED ON NIELSEN'S USABILITY HEURISTICS 20% of total grade	Minimal or no design decision using the usability heuristics. Insufficient explanation. The student has no or limited understanding of the underlying concepts.	Adequate design decisions using the usability heuristics. The submission demonstrates at least a basic understanding of the underlying concepts.	Appropriate design decisions. The submission demonstrates a sound understanding of the underlying concepts	Good level of design decisions. The student has demonstrated a clear level of understanding of the underlying concepts.	Excellent and insightful design decisions using Nielsen's usability heuristics. The student has demonstrated a high level of understanding of the underlying concepts.
SITEMAP, INTRODUCTION, CONCLUSION & *References (optional)* 20% of total grade	No introduction, sitemap and/or conclusion. Limited awareness of audience or purpose of the website. Paragraphs lack development and coherence.	Adequate awareness of audience or purpose of the website. Basic introduction, sitemap and/or conclusions and adequate	Appropriate awareness of audience or purpose of the website. Sound introduction, sitemap and conclusions and appropriate suggestions for future improvements	Good awareness of audience or purpose of the website. Clear introduction, sitemap and conclusions and good suggestions for future improvements are provided.	Excellent awareness of audience or purpose of the website. Insightful introduction, sitemap and conclusions and insightful suggestions for future

		suggestions for future improvements are provided.	are provided.		improvements are provided.
PRESENTATION

20% of total grade | Incorrect and/or ineffective language. Poor presentation of the report, and/or structure. The submission demonstrates a limited of flow of concepts, and use of images/ text/materials. | Adequate use of language, structure and style, with some errors. The submission demonstrates a basic flow of concepts, and use of images/ text/materials. | Appropriate use of language, structure and style. The submission demonstrates a sound flow of concepts, and use of images/ text/materials. | Good use of language, structure and style. The submission demonstrates a clear flow of concepts, and use of images/ text/materials. | Excellent level of clarity in style and structure, and effective communication throughout. The submission demonstrates a coherent flow of concepts, and use of images/ text/materials. |

DECO 1400: WEB IMPLEMENTATION RUBRIC

CRITERIA	FAIL	PASS	CREDIT	DISTINCTION	HIGH DISTINCTION
Website: Responsive website (suitable for different devices) implemented in HTML5/CSS/JS. 4-20 web pages on a topic of your choice. **10% CSS usage** (appropriate use of CSS elements including advanced ones (e.g. animation, positioning), variety of selectors, (e.g. class, id, pseudo), tidiness, responsive design) **10% JavaScript usage** (4 unique, meaningful interactions, tidiness, inclusion of comments, no syntax errors, appropriate use of plugins, if plugins are used) **10% HTML usage** (appropriate & valid use of HTML5 elements, tidiness, logical structure, no syntax errors) **10% overall website presentation** (navigation, visualisation, functionality, separation of HTML/CSS/JS) 40% of the final grade	Minimal or no use of CSS or JavaScript or responsiveness. The student has no or limited understanding of the underlying concepts.	Adequate use of HTML5/CSS/JS and responsiveness. The submission demonstrates at least a basic understanding of the concepts.	Appropriate use of HTML5/CSS/JS. The submission demonstrates a sound understanding of the concepts.	Good use of HTML5/CSS/JS. The student has demonstrated a clear level of understanding of the concepts.	Excellent use of HTML5/CSS/JS. The student has demonstrated a high level of understanding of the concepts.
Poster: An A1-sized poster summarising the project, design prototypes, screenshots of the website, lessons learnt (reflection) and future work (extra features that can be added, enhancements that can be made and/or things you would have done differently, if you had more time). 10% of the final grade	Poor level of clarity in style and structure and overall presentation of the poster. The submission demonstrates a limited flow and understanding of the underlying	Adequate level of clarity in style and structure and overall presentation of the poster, and/or structure. The submission demonstrates a basic flow and	Appropriate presentation of the poster, and/or structure and clarity. The submission demonstrates a sound flow and understanding of the underlying concepts, and use of images/ text/materials.	Good level of clarity in style and structure. The submission demonstrates a clear flow and understanding of the underlying concepts, and use of images/ text/materials.	Excellent level of clarity in style and structure. The poster demonstrates a very good and coherent flow and understanding of the underlying concepts, and use of images/ text/materials.

	concepts, and use of images/ text/materials .	understandin g of the underlying concepts, and use of images/ text/materials .			
In-class Presentation (Week 13) Max 5-min presentation of the website (poster + live/recorded demo of the website) during your usual practical session 10% of total grade	Poor presentation of the website. Poor communicatio n of the information and punctuality (starting and finishing on time).	Adequate presentation of the website. Adequate communicatio n of the information and punctuality.	Appropriate presentation of the website. Appropriate communicatio n of the information and punctuality.	Good presentation of website. Good communication of the information and punctuality.	Excellent presentation of website. Excellent communication of the information, and punctuality.