# JCU_Logo_RGBCP3402 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.

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 make it perfect.

Documentation:

Your team **must produce an industry-style README** in your project repository that would allow a new developer to continue **developing** (WordPress theme details) and **deploying** (publishing workflow) your site.

**Individually,** you need to **write a short report 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 links to the rest of your team. The intention of this requirement is to help you reflect on how the subject has improved your employability – and completing this report will increase your visibility to potential employers.

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 should communicate in a **Slack group**, 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 and approved with your lecturer.

Login to **GitHub**, then create or join your group's GitHub repo using this GitHub Classroom link:

If you are first 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. cp3402-2019-team01). 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 public Web servers**. It is up to you to figure out appropriate hosting, but you are not expected to pay any money for hosting. You may like to consider the following options, which all have free/student tiers available.

* Amazon Web Services (good for group access, you can setup staging and production using different user accounts to avoid having to pay; consider using the Vagrant setup: <https://github.com/lindsaymarkward/awswordpress>)
* SiteGround – sign up at <https://www.siteground.com/studentsprogram>
* DigitalOcean (free via GitHub Student Pack: <https://education.github.com/pack>)
* Google Cloud Platform (free tier: <https://cloud.google.com/free>)

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 copy from permitted sources and modify to suit your project, but 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 links to your sites and login details) and submit it by uploading 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**.

Each group also needs to submit their presentation slides (see below for presentation details). **Take note presentation** is **scheduled to be held during practical class in Week-09**. Details please **see bottom of this document.**

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. When you submit this, please also list the estimated percentages of work that you believe each member of the group did for the project. This will be considered in situations where it is clear that the work in the group was not equitably distributed.

Due:

Submit your assignment bythe 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.

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| **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 | Exhibits aspects of exemplary (left) and satisfactory (right) | Site content is incomplete; not all media are present or not well-integrated | Exhibits aspects of satisfactory (left) and very limited (right) | 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 | Some content is well-formatted but not all, e.g. some text needs to be made more scannable; images are not well-used | 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** (worth double) | 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 | Report effectively summarises the project, highlighting the skills and tools used, the role/s performed; includes/links the rest of the team |  | Report is mostly complete but 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) for this assessment item. In your analysis, you should discuss any other options that you considered or tried and describe why you chose your final process instead. It is ideal if you have tried and tested a variety of options.

Note that you do not need to describe your actual site or talk about design or other issues.

Form:

Every member of your group must participate (roughly equally) in the presentation.

You should present for between **10 and 15 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 the live site. Ideally, this would include both theme code and database content, and include staging as well.

Make sure you prepare a realistic (not “blah blah”) change to demonstrate... and practise it!

Marking Scheme:

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| --- | --- | --- | --- | --- | --- |
| **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. | Exhibits aspects of exemplary (left) and satisfactory (right) | Coverage of topics is reasonable but not well balanced or justified. Audience and goal could be clearer. | Exhibits aspects of satisfactory (left) and very limited (right) | 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. | 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. | 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 evenly, 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. |