COMP506 Interactive Digital Media

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Programme:	BAppIT, DipICT Level 5, CertICT Level 5
Course:	Interactive Digital Media
Module code:	**COMP506**
Due:	**Refer to Moodle Timetable for due date**
Weightings:	35% of final grade, Marks out of 100
Task:	Create a Static Interactive Website for a CV

LEARNING OUTCOMES

This assessment covers selected topics from learning outcomes 1 and 3.

- LO1: Create accessible interactive digital media
- LO3: Apply knowledge and concepts of user experience and interface design

SUMMARY OF ASSESSMENT

The assessment is the design and development of an interactive website for a Digital CV. Your knowledge of the topics and your technical ability to present a digital solution professionally in accordance with the criteria shall be assessed.

THE DIGITAL CV AND GRADING

The website is to promote a personal CV of yourself for employment opportunities. The assessment has THREE sections:

	Section	Marks
1	Website CV Content	20
2	Website Digital CV	60
3	Website Design Brief	20
	Total	**100**
	Weighting (of final grade)	**35%**

DIGITAL CV WEBSITE

WHAT IS A CV?

A Curriculum Vitae (CV) is a document that employers request when people apply for jobs or employment. Essentially a CV is a record of your achievements, skills, knowledge, experience and who you are. It tells the reader (employer) the kind of person you are.

https://www.careers.govt.nz/tools/cv-builder/

SECTIONS OF A CV

There are many types of CV's however, for this assessment you will need to cover the following sections from the CV Builder. The **optional** content can be added after your cv but will not be assessed for this assessment.

- Personal Details for contact
- Education Details
- Especially tertiary training at Wintec
- Have a list of the modules you are studying with the aim an objectives
- Work Experience Details
- Volunteer or Community involvement - **optional**
- Clubs or Memberships - **optional**
- Awards - **optional**
- Referees - **optional**
- Complete Skills for
  - Technical
  - Communication
  - Teamwork
  - Self-Management
  - Willingness to learn
  - Resilience
- About you
  - Interests
  - Personal Statement
  - Personal Objective

What to skip in the CV Builder?

- The **website addition** section
- The **driver's license** section
- The *optional sections* as indicated above

Create an account on **careers.govt.nz** for the CV Builder link here...
Use the CV Builder Wizard to add your information
When completed - download your CV to use for your website.

WEBSITE DIGITAL CV CONTENT

Part of generating an interactive website is the content. The content should be worded for employment opportunities portraying the submission of a CV application.

Website Digital CV Content

The following are guidelines to help structure thoughts and concepts.

1. Use the information from the careers.govt CV Builder to provide the content for your CV, or use your own CV content if you already have a CV
2. Refer to the **SECTIONS OF A CV** (above) for criteria to complete for the CV content
3. When creating CV criteria provide examples and evidence to support your discussions

You want to **provide examples** in your discussions from your work experiences and/or tertiary training to support your CV content.

- Refer to the Grading Section for more specific elements

WEBSITE DIGITAL CV

Part of generating the website is to create a plan and design of the website's layout. Create a **5-Minute** PowerPoint presentation covering the following content.

Website Digital CV Guidelines

The following are guidelines to help structure implementation and concepts for the assessment. You want to communicate a theme and tone across your website which applies to all the criteria listed except guidelines 8. And 9.

1. Home Page
2. Other Pages
3. Visual Hierarchy
4. Supporting Media Elements
5. Navigation
6. Interactive Elements
7. Accessibility
8. HTML Code
9. CSS Code
10. Website Theme and Communication

You want to **complete** as many criteria as possible for your website.

- Refer to the Grading Section for more specific elements

WEBSITE DESIGN BRIEF

Part of generating the website is to create a plan and design of the website's layout. Create a **5-Minute** PowerPoint presentation covering the following content.

Website Design Brief Guidelines

The following are guidelines to help structure thoughts and concepts.

1. Visual Hierarchy
   a. What reading patterns you utilized in your design and **why**?
   b. How you arranged elements for *size* and *importance?*
   c. Explain elements that use *space, texture,* and *proximity?*
   d. How you chose your colour theme(s) and why?
2. Website Layout
   a. What column style layout and **why**?
   b. Menu page section selections and **why**?

You want to **show examples** from your website to support your rationale and thinking.

- Refer to the Grading Section for more specific elements
- Record your video using PowerPoint, Zoom or any recording software, however, the format the video should be in is **MP4** or **WEBM**.

TASKS TO COMPLETE

Complete the following tasks:

	TASK	CHECK
1	Read the assessment outline document, and the Moodle A1 assessment tab to familiarise yourself with details, due dates, and what you are required to do	
2	Read the *Grading* sections for description and allocation of marks	
3	Complete the content you need for your CV	
4	Create the digital website CV using concepts described in lessons and activities, as well as using the grading sections as a guide	
5	Complete your 5-minute Design Brief video	
6	Read the *Submission* section for submission details	
7	Submit your assessment to the Moodle link	

WEBSITE DIGITAL CV CONTENT GRADING

Content	DESCRIPTION				SCORE
	Beginning **0-D**	**Developing** **C**	**Accomplished** **B**	**Exemplary** **A**	
1. Personal Details	Missing details or does not meet the minimum standards for a CV. (0-1)	All details are covered for contact and interests, including personal statements and objectives. (2)	All details are covered for contact and interests, including personal statements and objectives that has minimal grammatic errors. (3)	All details are covered for contact and interests, including meaningful personal statements and objectives that demonstrate positivity and confidence with good grammar. (4)	4
2. Education and Experience	Missing some areas of education and experience, with insufficient content. (0-1)	Areas of education and experience are provided. (2)	Areas of education and experience are provided with content and supporting descriptions and evidence. (3)	Areas of education and experience are covered with adequate content that has a positive contextual tone with supporting descriptions and evidence. (4)	4
3. Skills	Areas are missing. (0-3)	All areas are covered but content is brief with missing supporting evidence. (4-6)	All areas are covered with moderate content, tone and supporting evidence (7-9)	All areas are covered with adequate content that has positive tone and grammar with supporting evidence. (10-12)	12
				Total	20
				Weighting	20%
			Sighted for Copying	Y	0

WEBSITE DIGITAL CV GRADING

Category	DESCRIPTION				SCORE
	Beginning 0-D	Developing C	Accomplished B	Exemplary A	
1. Home Page	Homepage has some ideas, but communication is confusing. (0-1)	Homepage has most ideas but lacks communication. (2)	Homepage has all ideas: headings/sub-headings, explanations, links, culture, CTA, content. (3)	Homepage communicates all ideas with-in a 5 second glance. (4)	4
2. Other Pages	Other pages relevant to the CV are missing, or communication is confusing. (0-2)	Other pages/sections relevant to the CV are accessible but lacks communication. (3-5)	Other pages/sections relevant to the CV are logically organised, categorised, accessible, and communicates ideas. (6-8)	Other pages/sections relevant to the CV are logically organised, categorised, accessible and communicates ideas in a 5 second glance. (9-10)	10
3. Visual Hierarchy	Elements of visual hierarchy are seldom used and only visible in one or two pages. (0-1)	Some pages of the website support some elements of visual hierarchy. (2)	All pages on the website supports some of the elements of visual hierarchy. (3)	All pages on the website supports the elements of visual hierarchy. (4)	4
4. Supporting Media Elements	One media element is visible on some pages. (0-1)	Two media elements are visible on each page and supports the pages' theme. (2-3)	Four media elements are visible on each page and supports the page's theme. (4)	A variety of five or more media elements are visible on each page and supports the page's theme. (5)	5
5. Navigation	Menu navigation is visible with one or more broken links. (0-1)	Menu navigation is visible with functional links to other pages. (2)	Menu is locates' to match the layout of the website, with functional links to other pages and uses a menu bar. (3)	Menu is locates' to match the layout of the website, uses animation, with functional links to other pages and uses a menu bar. (4)	4
6. Interactive Elements	Seldom usage of 'standard interactions' from *theme, UX,* and *Content* are evident across the website. (0-1)	Some of the 'standard interactions' from *theme, UX,* and *Content* are evident across the website. (2)	Main presence of 'standard interactions' from *theme, UX,* and *Content* are evident across the website. (3)	Main presence of 'standard interactions' from *theme, UX,* and *Content* are evident across the website, with one more additional interactive element (4)	4
7. Accessibility	Colour conflicts with accessibility design and media elements do not have accessibility attributes added. (0-1)	Colour sometimes supports accessibility design, with some media elements having accessibility attributes added. (2)	Colour aligns with accessibility design, and most media elements have accessibility attributes added. (3)	Colour aligns with accessibility design, and all media elements have accessibility attributes added. (4)	4
8. HTML Code	HTML Code has minimal to no indentation. (0-2)	Entire HTML Code is indented with use of essential HTML code elements. (3-5)	Entire HTML Code across most pages are indented correctly, with use of essential HTML code and structure with comments and proper HTML file management structures (6-8)	Entire HTML Code across all pages are indented correctly, with proper use of essential HTML code, structure that includes comments, and uses proper HTML file management structures (9-10)	10
9. CSS Code	CSS Code has minimal to no indentation. (0-2)	CSS Code is indented using a mixture of internal and external CSS, or style elements inside the HTML. (3-5)	Entire CSS code across most sheets is indented, uses external CSS with comments and appropriately named, and chosen selectors. (6-8)	Entire CSS code across all sheets is indented, uses external CSS with comments, and named chosen selectors that align with SEO ranking and HTML 5. (9-10)	10
10. Website Theme and Communication	Overall website and cv theme not understood. (0-1)	Overall look, feel, and style, sometimes communicates a confusing cv. (2-3)	Overall look, feel, and style communicates a cv for employment. (4)	Overall look, feel, and style communicates and reflects the students, persona and a cv for employment. (5)	5
				Total	60
				Weighting	60%
			Sighted for Copying	Y	0

WEBSITE DESIGN BRIEF GRADING

Category	DESCRIPTION				SCORE
	Beginning 0-D	**Developing C**	**Accomplished B**	**Exemplary A**	
Visual Hierarchy					
1. Reading Patterns	Explains reading patterns with no correlation to the websites design or has not submitted. (0-1)	Explains reading patterns with brief references to the websites design. (2)	Explains reading pattern theory and illustrates how it is implemented in the design of the website. (3)	Explains reading pattern theory and **how and why** it relates to the websites design with supporting examples from the website for effective use. (4)	3.5
2. Size and Importance	Explains size and importance with no correlation to the websites design or has not submitted. (0-1)	Explains size and importance with brief references to the websites design. (2)	Explains how size and importance has been illustrated and implemented in the design of the website. (3)	Provides examples in the websites design that supports and **rationalises choices** for elements relating to size and importance for effective use. (4)	3.25
3. Space, texture, and proximity	Explains space, texture, and proximity with no correlation to the websites design or has not submitted. (0-1)	Explains space, texture, and proximity with brief references to the websites design. (2)	Explains how space, texture and proximity has been illustrated and implemented in the design of the website. (3)	Provides examples in the websites design that supports and **rationalises choices** for elements relating to space, texture, and proximity for effective use. (4)	3.25
4. Website colour theme	Colour is arbitrary and does not follow accessibility principles (0-1)	Colour displays the theme of the websites culture. (2)	Shows how the colour of the website correlates with accessibility design. (3)	Shows evidence of elements on the website are colour themed for accessibility design and the websites culture. (4)	3.5
Website Layout					
4. Column Style Layout	Column style layout is provided with no correlation to the websites design or has not submitted. (0-1)	Website shows evidence of column style but no rationalisation. (2)	Website shows evidence of column style with rationalised thoughts. (3)	Justifies and explains the column style for the website design with examples and rationalised thoughts. (4)	3.25
5. Menu Page Sections	Explains menu page sections with no correlation to the websites design or has not submitted. (0-1)	Menu pages are explained. (2)	Each menu page is explained. (3)	Each menu page section (including page name) is explained, and content communicates its intensions. (4)	3.25
Penalties	Video exceeds the 5-minute limit				-5
				Total	20
				Weighting	20%
				Sighted for Copying Y	0

To submit your assessment:
1. Create your 5-Minute Website Design Brief **Video (mp4 or WEBM format)**
2. Make sure your entire website cv is inside a folder so that you can zip that folder. It should include all your files and resources. Remember
   o All files should be included
   o All links should work – follow the file management techniques as mentioned in the lesson notes
3. Compile your submission into a folder and then **zip the folder**
4. Submit your zipped file using the submission link in Moodle

BEFORE YOU SUBMIT!

- Make sure you have completed what is required.
- Check that you have understood the submission requirements.
- Check that you have all the files attached, and that they have been zipped into a SINGLE file (the Moodle submission will **only allow ONE file** submission.
- Follow the guidelines outlined on the Moodle website for the submission process