



Assignment

Faculty Name:	Information Technology
Module Code:	ITHIA1-B33
Module Name:	Human Computer Interaction Block 3
Module Leader:	Dr Kebashnee Moodley
Copy Editor:	N/A
Total Marks:	60
Submission Date:	13/09/2021 – 17/09/2021

This module is presented on NQF level 5.

5% will be deducted from the student's assignment mark for each calendar day the assignment is submitted late, up to a maximum of three calendar days. The penalty will be based on the official campus submission date.

Assignments submitted later than three calendar days after the deadline or not submitted will get 0%.¹

This is a group assignment.

Groups should consist of 4 members.

This assignment contributes 40% towards the final mark.

Instructions to Student

1. Please ensure that your answer file (where applicable) is named as follows before submission: **Module Code – Assessment Type – Campus Name – Student Number.**
2. Remember to keep a copy of all submitted assignments.
3. All work must be typed.
4. Please note that you will be evaluated on your writing skills in all your assignments.

¹ Under no circumstances will assignments be accepted for marking after the assignments of other students have been marked and returned to the students.

5. All work must be submitted through Turnitin.² The full originality report will be automatically generated and available for the lecturer to assess. Negative marking will be applied if you are found guilty of plagiarism, poor writing skills, or if you have applied incorrect or insufficient referencing. (See the table at the end of this document where the application of negative marking is explained.)
6. You are not allowed to offer your work for sale or to purchase the work of other students. This includes the use of professional assignment writers and websites, such as Essay Box. If this should happen, Eduvos reserves the right not to accept future submissions from you.

Assignment Format

You must fulfil the requirements when writing and submitting assignments as follows:

- Use Arial, font size 12.
- Include a title page, a table of contents, and page numbers.
- Include the completed Assessment/Project Coversheet (available on *myLMS*).
- Write no more than the maximum word limit.
- Ensure any diagrams, screenshots, and PowerPoint presentations fit correctly on the page and are referenced.
- Use the correct referencing method throughout the assignment.
- Include a bibliography based on the applicable referencing method at the end of the assignment.
- Check spelling, grammar, and punctuation.
- Run the assignment through Turnitin software.

Essential Embedded Knowledge and Skills Required of Students

- Report-writing skills
- Ability to analyse scenarios/case studies
- Understanding of subject field concepts and definitions
- Ability to apply theoretical knowledge to propose solutions to real-world problems
- Referencing skills

Resource Requirements

- A device with internet access for research
- A desktop or personal computer for typing assignments

² Refer to the Eduvos Policy for Intellectual Property, Copyright and Plagiarism Infringement, which is available on *myLMS*.

- Access to a library or resource centre
- Prescribed reading resources

Delivery Requirements (evidence to be presented by students)

- A typed assignment³
- A Turnitin originality report

Minimum Reference Requirements

At least five references for first year, ten references for second year, and fifteen references for third year.

Additional reading is required to complete this assignment successfully. You need to include the following additional information sources:

- Printed textbooks/e-books
- Printed/online journal articles
- Academic journals in electronic format accessed via ProQuest or other databases
- Periodical articles, e.g. business magazine articles
- Information or articles from relevant websites
- Other information sources, e.g. geographic information (maps), census reports, interviews

Note

- It is crucial that students reference all consulted information sources by means of in-text referencing and a bibliography, according to the applicable referencing method.
- Negative marking will be applied if a student commits plagiarism, i.e. using information from information sources without acknowledgement of and reference to the original source.
- In such cases, negative marking, also known as 'penalty scoring', is the practice of subtracting marks for insufficient/incorrect referencing.
- Consult the table at the end of this document, which outlines how negative marking will be applied as well as the way in which it will affect the assignment mark.

³ Refer to the *Conditions of Enrolment* for more guidance (available on myLMS).

Section A

Learning Objective

Understand the design concepts of interactive systems and human centred design.

Assignment Topic

Interactive Design

Scope

Explore the nature of interactive systems design

Technical Aspects

The use of a website builder (Weebly) and accessibility checker (Section A).

Marking Criteria

Marks will be awarded for:

- Evidence of research and evaluation of data from various reliable sources.
- Preparation according to the guidelines provided.
- Skilled application of relevant tools including explanations of why particular factors are relevant.
- Originality - evidence of your own ideas and analysis.
- Plagiarism is a very serious matter and if any part of your report is found to be plagiarised you risk a zero grade.

Study the scenario and complete the question(s) that follow:

Being human-centred

Web accessibility enables people with disabilities to perceive, understand, navigate, interact with, and contribute to the web. Web experiences are inherently visual, the web is fraught with sites, tools, and apps that are practically unusable for people with visual impairments.

Mary Poppins has a visual impairment that affects her interaction with websites. She cannot read the text on a site because it blends in with the background. She misses out on the information on the website and is left with an unpleasant and frustrating experience. Users like Mary with visual impairments should not have to adapt their behaviour to effectively accomplish their goals but rather good web design should accommodate the needs of all users, including people with visual impairments.

Source: Moodley, K. (2021)

- 1.1 Based on the Appendix, identify a website that has design issues and is not accessible to all. This goes against the concept of human-centred design. Create a detailed report (with screenshots) highlighting the design issues that makes the website inaccessible for a visually impaired user and provide ways of eliminating these issues. (25 Marks)
- 1.2 Redesign the website identified in Question 1.1 to eliminate the design issues. Using Weebly (<https://www.weebly.com/za>), develop a prototype website to accommodate people like Mary who are visually impaired. Please make sure to provide the link to your website in your assignment submission. (15 Marks)

[Sub Total 40 Marks]

End of Question 1

Study the scenario and complete the question(s) that follow:

Emotional Design

In interface design, emotional design often indicates a design approach that user experience/user interface designers use to portray a positive emotion such as happiness and comfort with creative interface elements.

Moreover, sometimes, to produce an emotional response from the user, some designers even creatively put some negative emotions such as sadness and sorrow in their design to impress users for better user experience and product sales.

Source: <https://www.mockplus.com/blog/post/emotional-design-principles> [Accessed on: 04th August 2021]

- 2.1 Based on the above scenario, you have been hired by a company to create an advertisement that depicts a positive or negative emotion with the use of creative visual interface elements and design styles and themes. This advertisement will be used to promote the technology/interface of a website or application. You can use any software and design elements of your choice. (10 Marks)
- 2.2 Provide an explanation of the visual design elements used as well as the message/emotion that is displayed in the advertisement in Question 2.1. (10 Marks)

[Sub Total 20 Marks]

End of Question 2

Section B

Rubric for Question 1

Question	Component	Marks Allocated	Marks Awarded
1.1	Design issues	13	
	Solutions to issues	10	
	Evidence of using accessibility checker	2	
1.2	Evidence of redesigning the issues identified.	15	
TOTAL		40	

Rubric for Question 2.1

Advertisement Structure	Marks Allocated	Marks Awarded
Design element (see memo for examples of these elements)	6	
Award 1 mark per element used		
Emotion displayed	2	
Technology/product advertised	2	
TOTAL	10	

Section C

Plagiarism and Referencing

Eduvos places high importance on honesty in academic work submitted by students and adopts a zero-tolerance policy on cheating and plagiarism. In academic writing, any source material, e.g. journal articles, books, magazines, newspapers, reference material (dictionaries), or online resources (websites, electronic journals, or online newspaper articles), must be properly acknowledged. Failure to acknowledge such material is considered plagiarism; this is deemed an attempt to mislead and deceive the reader and is unacceptable.

Eduvos adopts a zero-tolerance policy on plagiarism; therefore, any submitted assessment that has been plagiarised will be subject to severe penalties. Students who are found guilty of plagiarism may be subject to disciplinary procedures, and outcomes may include suspension from the institution or even expulsion. Therefore, students are strongly encouraged to familiarise themselves with referencing techniques for academic work. Students can access the Eduvos referencing guides on *myLMS*.

Negative Marking

First-year Students

- A minimum of 5 additional credible sources must be consulted and correctly cited as per the Eduvos referencing guides.
- First-year students are given an opportunity to consult with the lecturer and the academic support office with a draft before the final submission date.
- Markers must apply the penalties for Category A for insufficient sources and incorrect referencing style.
- To determine the actual overall similarity percentage and plagiarism, markers must interpret the Turnitin Originality Report with reference to credible sources used and then apply the penalties as per the scale in the Policy for Intellectual Property, Copyright and Plagiarism Infringement.
- The similarity report alone is not an assessment of whether work has or has not been plagiarised. Careful examination of both the submitted paper/assignment/project and the suspect sources must be done

Category A

Minimum Reference Requirements	Deduction from Final Mark
a. No additional credible sources have been used or referenced.	5%
b. One additional information source has been used and referenced.	4%
c. Two additional information sources have been used and referenced.	3%
d. Three additional information sources have been used and referenced.	2%
e. Four additional information sources have been used and referenced.	1%
f. Poor spelling, grammar, and sentence construction.	1 – 3%

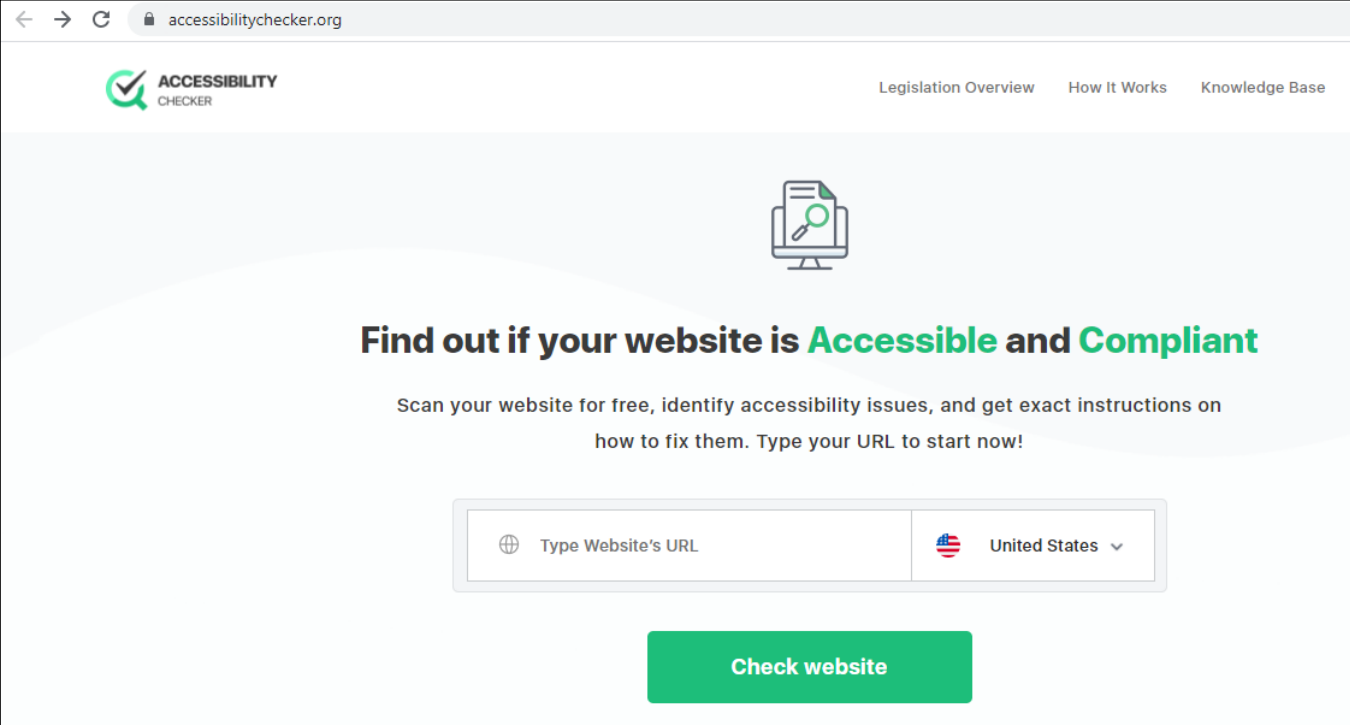
Appendix

A website accessibility checker is used to determine the usability of a website. Based on Question 1.1, use the following link to search for a website that does not cater for people like Mary:


<https://www.accessibilitychecker.org/>


The following steps illustrate how to engage in this activity.

1. Type the URL given above in the browser address bar. The home page displayed below will appear on your screen.


The screenshot shows the homepage of the Accessibility Checker website. The browser's address bar displays 'accessibilitychecker.org'. The website has a green checkmark logo and the text 'ACCESSIBILITY CHECKER'. Navigation links for 'Legislation Overview', 'How It Works', and 'Knowledge Base' are in the top right. The main heading reads 'Find out if your website is Accessible and Compliant'. Below this, a subheading says 'Scan your website for free, identify accessibility issues, and get exact instructions on how to fix them. Type your URL to start now!'. A search form contains a text input field with a globe icon and the placeholder 'Type Website's URL', and a dropdown menu showing 'United States' with a flag icon. A green 'Check website' button is positioned below the form.


2. Enter the website's URL in the search box and select the country of originality of the website. If the country is not listed, please select "Worldwide" and click on "Check website". You will then be given a list of issues if the website does not accommodate visually impaired users. If you do not find any issues, then try another website.


 Type Website's URL


 United States ^


Check website


 WCAG 2.1
COMPLIANCE


 BITV
COMPLIANCE





 United States


 Canada


 Europe

 Germany

 Australia

 France

 United Kingdom

 Worldwide