Southampton Solent University

Coursework Assessment Brief

Assessment Details

Unit Title:	Web Design
Unit Code:	SWD500
Unit Leader:	Martin Reid
Level:	5 (FHEQ)
Assessment Title:	**Responsive Design Report**
Assessment Number:	AE1
Assessment Type:	Project Report
Restrictions on Time/Length :	1500 (-/+10%) words with visual examples
Individual/Group:	Individual
Assessment Weighting:	30%
Issue Date:	Week commencing 26th September 2016
Hand In Deadline:	**Friday 11th November 2016 22:00hrs**
Planned Feedback Date:	Within 4 weeks
Mode of Submission:	Online **MyCourse**
Number of copies to be submitted:	One
Anonymous Marking	This assessment will be exempt from anonymous marking as it falls within an exempt category under the University's Anonymous Marking Policy.

Assessment Task - Responsive Design – Research, Planning and Experimentation.

1. What is the best approach for creating a fully responsive website/web app?
2. How should I test and validate my work?
3. How should I gain feedback throughout the design and production process?

Overview

> "Mobile phones have reached a critical mass around the world, serving as constant companions for consumers regardless of demographics or geography." (Nielsen 2013)

More and more people are using mobile devices to access on-line data, recent statistics from Ericsson (2014) put the total global mobile subscriptions at 6.8 billion of which 2.4 billion were for mobile broadband which seen a 35% increase in 12 months.

> "Fluid grids, flexible images, and media queries are the three technical ingredients for responsive web design [...] Rather than quarantining our content into disparate, device-specific experiences, we can use media queries to progressively enhance our work within different viewing

> contexts." (Marcotte 2010)

Responsive Web Design (RWD) and responsive design patterns is now essential part of a web designer's work flow, with many such as zurb.com (n.d.) arguing a "Mobile first" approach from the onset.

Project Scenario

Students are free to choose a the theme/content to create a fully responsive website which adheres to current best practice, design trends and technologies such as HTML5, CSS3 and JavaScript. **Hand code rather than use frameworks and libraries.**

Project Considerations:

- Semantic HTML
- Standards and compliance -HTML and CSS validates correctly via W3C Validation Services
- Demonstrated understanding of responsive design best practices and Grids layouts.
- Appropriate use of HTML and CSS comments.
- Navigation
- Demonstrate understanding of fundamental responsive patterns.
- Page/screen layouts to adapt to a variety of screen sizes.
- Browser and device compatibility
- Responsive images
- Responsive typography
- Consideration for page/screen performance

Approach - Students will need to communicate their ideas through the production of a report in which they will provide a **rationale** for their production methods.

Rationale - Research - **Discuss** The current approaches to creating responsive websites to gain an **understanding** of different design principles and methods.

Conclude your **research** with **analysis** of the potential options to use creativity combined with technical skill to develop innovatively designed responsive concepts that show awareness of relevant principles and methods.

Test Plan - Students must **create** a responsive design Test Plan to prove the success of the project. The completed Test Plan (backed documented evidence) will be included in the Project Production (AE2) submission.

Responsive Design Experimentation - Outline how you could apply these specialised skills to the **produce** a fully responsive website through documentary evidence of experimentation using http://codepen.io/.

Suggested report layout:

Students will present their report and documentation of Responsive design experiments **as a single web page with linked page appendices** which will include embedded CodePen Pens and animated gifs/short movie clips, **1500 words (-/+10%)** .

1. Introduction
2. Research & Options Analysis
3. Methods – Inc. projected breakdown of **148hrs for both AE1 (30%) & AE2 (70%)** cover all the research analysis, reporting, production and testing.
4. Specification - outline of project design needs, features and functions.
5. Test Plan – For both technical and user Testing which will be completed and submitted for AE2
6. Experimentation – Documented CodePens, animated gifts/movies
7. References
8. Bibliography
9. Appendices (Presented as linked pages)

Is Zip your Report and submit online via MyCourse.

References:

ERICSSON. 2014. *Ericsson Mobility Report*. [viewed 5 September 2014]. Available from: http://www.ericsson.com/res/docs/2014/ericsson-mobility-report-august-2014-interim.pdf

MARCOTTE, E.,2010. *Responsive Web Design*. [online] [viewed 5 September 2014]. Available from: http://alistapart.com/article/responsive-web-design

NIELSEN, J.,2013. *How the mobile consumer connects around the globe.* [viewed 5 September 2014]. Available from: http://www.nielsen.com/us/en/insights/news/2013/how-the-mobile-consumer-connects-around-the-globe.html

ZURB.COM. n.d. *Mobile First - An adaptive, future-friendly solution for website design.* [viewed 5 September 2014]. http://zurb.com/word/mobile-first

Assessment criteria and Learning Outcomes

SWD500 AE1 Report – Responsive Web Site/App

Presentation, Reporting, Referencing & Citation. Learning outcome: **T1** - **Communicate** information, ideas and data effectively using appropriate media.

- Introduction/background, correct word count (-/+10%), heading and sub-sections. Overall creative design structure of report.
- Harvard style (Author-Date) in-text referencing, reference list, bibliography list and appendices.
- Written in an appropriate academic style i.e. 3rd person.

Research & Analysis Learning outcome: K1 - **Discuss** a wide range of issues within web design, drawing on a broad understanding of different design principles and methods.

- Evidence of independent research & critical analysis.
- Presentation of visual examples.
- A good range of current topics/practice addressed & cited

Methods & Specification Learning outcome: C1 - Use creativity and judgement in order to **develop** innovative design concepts that show **awareness** of relevant principles and methods **Apply** specialised digital media skills to the production of creative screen based media.

- Devised/chosen method of production/time management 148 hours in total (AE1 & AE2)
- Assessed & listed project design & technical specification
- Test Plan - Technical and user testing strategy.

Experimentation: P1 - **Apply** specialised digital media skills to the production of creative screen based media.

- Evidence of responsive design experimentation and Documentation (CodePens)

Assessment criteria – SWD500 AE1 – Report Responsive Web Site/App

	A1-A2	A3-A4	B1-B3	C1-C3	D1-D3
Presentation, Reporting, Referencing & Citation. LO: T1	Exceptional presentation and organisation of work and lucid communication in all contexts. Exemplary referencing & citation.	Excellent presentation and organisation of work and lucid communication in most contexts. Referencing comprehensive	Presentation and organisation of work appropriate to context and purpose Referencing consistent and accurate.	Satisfactory organisation and presentation of work, communications mostly appropriate to the context. Referencing largely consistent.	Organisation and presentation of work and communications adequate in most contexts, with some mistakes. Some errors referencing
Research & Analysis LO: K1	Excellent investigative skills, and research skills beyond expectations for this level	Systematic and thorough investigation generates well-founded conclusions/practical solutions showing some originality or creativity	Thorough investigation generates well-founded conclusions/practical solutions with some aspect of creativity or originality.	Investigation generates satisfactory conclusions/practical solutions with limited creativity/originality.	Basic investigation generates adequate, mainly derivative conclusions/practical solutions, adequately argued/evidenced.
Methods & Specification LO: C1	Applies and refines appropriate methods to address/solve complex, unfamiliar and unpredictable problems.	Selects and applies appropriate methods to address/solve complex, unfamiliar and unpredictable issues/problems	.Applies appropriate methods to address/solve complex issues/problems, some unfamiliar/unpredictable	Uses appropriate (largely given) methods to analyse unfamiliar/unpredictable and complex issues/problems, with some evaluation and reformatting of information	Uses appropriate given methods to analyse unfamiliar/unpredictable issues/problems, with limited evaluation
Experimentation LO: P1					

	Consistent competence, in all the required specialised, with indications of exceptional ability in some & understanding of professional contexts and expectations.	Competence, within broad parameters, in all the required specialised skills, exceeds level expectations in some aspects.	Competence, within broad parameters, in all the required specialised skills, with indications of more developed ability in some areas.	Achieves a basic level of competence in all the required specialised skills, with more developed capability in at least one area.	Achieves basic competence in all the required specialised skills, with little awareness of professional contexts and expectations.

Rubric Derived from the Assessment Policy Annex 2 Grade Criteria SSU Academic Services 2014 (updated August 2015) available from:

http://portal.solent.ac.uk/documents/academic-services/academic-handbook/section-2/2o-assessment-policy-annex-2-grade-criteria.pdf

Late Submissions

Students are reminded that:

1. If this assessment is submitted late i.e. within 5 working days of the submission deadline, the mark will be capped at 40% if a pass mark is achieved;
2. If this assessment is submitted later than 5 working days after the submission deadline, the work will be regarded as a non-submission and will be awarded a zero;
3. If this assessment is being submitted as a referred piece of work (second or third attempt) then it must be submitted by the deadline date; any Refer assessment submitted late will be regarded as a non-submission and will be awarded a zero.

http://portal.solent.ac.uk/documents/academic-services/academic-handbook/section-2/2o-assessment-policy-annex-1-assessment-regulations.pdf?t=1411116004479

Extenuating Circumstances

The University's Extenuating Circumstances procedure is in place if there are genuine circumstances that may prevent a student submitting an assessment. If students are not 'fit to study', they can either request an extension to the submission deadline of 5 working days or they can request to submit the assessment at the next opportunity (Defer). In both instances students must submit an EC application with relevant evidence. If accepted by the EC Panel there will be no academic penalty for late submission or non-submission dependent on what is requested. Students are reminded that EC covers only short term issues (20 working days) and that if they experience longer term matters that impact on learning then they must contact a Student Achievement Officer for advice.

A summary of guidance notes for students is given below:

http://portal.solent.ac.uk/documents/academic-services/academic-handbook/section-2/2p-extenuating-circumstances.pdf?t=1465219496259

Academic Misconduct

Any submission must be students' own work and, where facts or ideas have been used from other sources, these sources must be appropriately referenced. The University's Academic Handbook includes the definitions of all practices that will be deemed to constitute academic misconduct. Students should check this link before submitting their work.

Procedures relating to student academic misconduct are given below:

http://portal.solent.ac.uk/documents/academic-services/academic-handbook/section-2/2l-student-academic-misconduct.pdf?t=1465219589387

Ethics Policy

The work being carried out by students must be in compliance with the Ethics Policy. Where there is an ethical issue, as specified within the Ethics Policy, then students will need an ethics release or an ethical approval prior to the start of the project.

The Ethics Policy is contained within Section 2S of the Academic Handbook:

http://portal.solent.ac.uk/documents/academic-services/academic-handbook/section-2/2s-university-ethics-policy.pdf

Anonymous Marking

A copy of the University's Policy on Anonymous Marking, process details and student guidance on submission sheet completion can be found on the following links, which are also uploaded on the Student Portal.

Fact Sheet: http://portal.solent.ac.uk/documents/academic-services/policies-procedures-guidelines/anonymous-marking-fact-sheet.pdf

Process: http://portal.solent.ac.uk/documents/academic-services/policies-procedures-guidelines/anonymous-marking-process.pdf

Grade marking

The University uses a letter grade scale for the marking of assessments. Unless students have been specifically informed otherwise their marked assignment will be awarded a letter grade. More detailed information on grade marking and the grade scale can be found on myCourse.

Policy: http://portal.solent.ac.uk/documents/academic-services/academic-handbook/section-2/2o-assessment-policy.pdf

Fact sheet: http://portal.solent.ac.uk/documents/academic-services/academic-handbook/section-4/4o-grade-marking-procedure-for-staff.pdf

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Location of the original document: http://portal.solent.ac.uk/documents/academic-services/academic-handbook/section-4/4o-coursework-assessment-brief-template.docx