

FIT1050 Assignment 2 - Website Redesign Mockup and Report

Rubrics provide guidelines for performance expectations. Actual grading may vary to reflect quality and quantity of submitted work, adherence to briefs and application of learning from unit content.

Criteria	Poor	Fair	Good	Excellent
Mockup Design	The mockup features minimal application of design principles.	The mockup is structured well and has good general consistency.	The mockup applies design principles well for a highly functional design.	The mockup applies design principles comprehensively and is visually appealing.
Mockup Fidelity	Many aspects of the mockup are presented in low-fidelity.	Some aspects of the mockup lack realistic representation of design and content.	The mockups are presented high-fidelity with realistic design and content.	The mockups are presented with attention to detail equal to a real website.
Overall Critique of Website	Overall critique of the original website lacks specificity.	The critique of the original website states specific issues but could provide more specific reasoning.	The critique of the original website states specific issues using some supporting theory.	The critique of the original website is concise, specific and demonstrates strong understanding of theory.
Explanation of Redesign Decisions	Explanation of redesign decisions is largely just descriptions of features in the mockup.	Decisions describe specific content, visual design and information architecture changes.	Decisions identify specific content, visual design and information architecture issues and solutions.	Decisions identify specific content, visual design and information architecture issues along with benefits of implemented changes.
Visual Aids to Support Explanations	Some images are used but it is often unclear how relevant they are to explanations.	Some screenshots of the redesign are present but could be more relevant to explanations.	Screenshots of the redesign are specific to the described decisions.	Screenshots are used to clearly show problems in the original site and specific redesigned solutions.
Application of Theory and Research	Vague theory is used to support design decisions.	Theory is mostly limited to researched online resources.	Theory from the unit is used to justify design decisions.	Strong understanding of theory from the unit is present with further online research.
Supporting Evidence	Decisions refer to other websites without providing specific examples.	Screenshots of other websites are used to support decisions, but could be more relevant to the report content.	Screenshots of other websites are used to support decisions, but are sometimes unclear in what they depict.	Screenshots of other websites are specific and provide strong support to justification of decisions.
References	Many research or image references appear to be missing.	References are present, but are vague or inaccurate.	References are present, but some are slightly vague or unclear.	References for research and images are both clear and comprehensive.
Report Structure and Formatting	Poor organization and formatting. Frequent notable errors in written content.	Generally tidy formatting, structure could be clearer. Minor notable issues in writing.	Structure is easy to understand with clear formatting, could be slightly more consistent. Few minor issues in writing quality.	Very clear formatting, well organised with excellent use of headings. No notable issues with writing quality.
Individual: Regular Contribution to Teamwork	Long periods of inactivity were observed in shared group work.	Contributions to teamwork appear mostly in early and late assignment stages.	Regular contributions are present throughout the majority of the assignment period.	Regular contributions are present throughout the entire assignment period.
Individual: Peer Evaluation	Peer evaluation ratings completed without feedback comments.	Peer evaluation completed with vague feedback comments.	Peer evaluation completed with specific feedback comments on teammate performance.	Peer evaluation completed with specific constructive feedback provided.