Assessment summary

Check:	Web Design UK, 2021/2022, blokperiode 1 - 1918IN112A
Handed in by:	Md Tasnim Kabir
Assessed by:	Nymphaea Notschaele
Assessed on:	22-11-2021
Status:	Processed for assessment

Note: this document does not contain the assessment that was given.

Only officially released assessments are used for assigning the result.
This document may be generated before the assessment becomes final.

Overview of documents handed in

Document	Filename	To be reviewed digitally	Plagiarism scan available
WebDesign	IT-1D-Final-Design-Md Tasnim-Kabir-v0.5. zip	No	No
Logbook	IT-1D-Logbook-Md Tasnim-Kabir .pdf	Yes	Yes

Assessmentoverview

Questiongroup	Max achievable points in group	Achieved points in group	Group counts for	Score
Webdesign	100	44	100	44
Total			100	44

Follow the instructions below to hand in a complete web design assignment.
You will need 2 different files in order to make a completely uploaded assignment.

1. Logbook with all weekly assignments (naam format: [class]- logbook -[name of student].pdf)
2. Figma-file containing the final design (naam format: [class]-final-design-[firstname]-[surname]-[version].fig)

Upload the **logbook as required document** to Gradework. This document cannot be larger than 25MB.
Upload the **Figma-file as appendix** to Gradework.
In case 1 or both files are missing, it will not be possible to score a sufficient for this course.

Webdesign

Design phase

Analyze and concept phase: worked iterative, project proposal, content, wireframes and design are handed in and are building on each other.

None of the intermediate assignments (1,2a,2b,3,4) described in the logbook. (0 pt)	Assignment 1 was Needs improvement/No Go (2 pt)	Only assignment 1 and 5 are handed in and documented in the logbook. (4 pt)	Assigment 1, 4 and 5 are handed in correctly and documented in the logbook. (6 pt)	Student has done all assignments and shows good work. The assigments are documented clearly in the logbook. (8 pt)	As 'good' and Assignment 1 is done at least at the level of Silver. (10 pt)

The project proposal does not match the criteria for a static website. Features like book now are outside the scope of this project.

Design phase

First design: looks/feels like a (professional modern) website

Assignment 4 is not handed in or handed in at the same time at assignment 5 and the design is identical. Or the file is not a Figma file (but for example .rar, .png). (0 pt)	The design is not recognizable as a website (the design looks for example more like a print design, a newspaper, brochure or such). (1 pt)	The first impression is weak. For example because some element are positioned cumbsy, color combinations ar not coherent enough, images are very small, navigation is positioned on a unusual position or hardly recognizable as navigation. (2 pt)	The design looks like a solid website. The design is applied consistenly and the first impresion is positively. (3 pt)	Looks like an attractive and useful website, the design of the different pages is in line with each other, the design is consistent. (4 pt)	It looks like a (professional, contemporary) website, surprisingly well-designed website. (5 pt)

Design phase

Final draft: feedback is incoororated, looks like a (professional, contemporary) website.

Assignment 5 is not handed in, or it is not a Figma file. (0 pt)	The design is not recognizable as a website (the design looks for example more like a print design, a newspaper, brochure or such). And / or the design has not been edited, changes are (almost) invisible. Less than three pages have been handed in. (1 pt)	The design has been edited, changes are not nessesairly an improvement. There is a contactform handed in. (2 pt)	The design looks like a solid website. The first impresion is positively. The contact page is consisten with the othere pages design. In addition the design has improved compared with assignment 4. (3 pt)	Looks like an attractive and useful website, the design has progressed well compared to assignment 4. (4 pt)	The second design looks professional and contemporary and the design has improved greatly compared to assignment 4. (5 pt)

Content

Target group: Clearly defined target audience (recognizable in de website)

Looks like a wireframe; only placeholder content. (0 pt)	No specific target group can be drawn from the text, nor the subject nor the photographs nor the logo. (1 pt)	The content is very generic and / or subjects seem random chosen instead of with the target audience in mind. (2 pt)	The various topics of the website form a coherent whole and are a good fit with the target group. (3 pt)	The same specific target group can be drawn from both the text and the subject, the photos and the logo. (4 pt)	As in 'good', and in addition, the content and design fit surprisingly well with the needs and questions of the specific sub-target group. (5 pt)

Content

Text: Informative and engaging text (written by the student).

Lorem ipsum or other dummy tekst. (0 pt)	Part of the text is literally copied from other websites (such as wikipeadia). (2 pt)	The text does not or hardly answers the questions of the target group (of assignment 1), and /or a page contains insufficient information to fill the page. (4 pt)	The text is written by you and answers the questions of the target group. (6 pt)	As 'sufficient', and moreover, the tone-of-voice fits well with the target group. (8 pt)	As 'good' and in addition, the answers are easy to find by scanning the text (diagonal reading). (10 pt)

Content

Call to a Action (CTA): a clear call to action for at least 1 element of the website.

There is no tekst. (0 pt)	Only information is provided. (1 pt)	In some of the paragraphs there is the possibility to 'read more'. (2 pt)	The target group is addressed and called upon to take concrete action(s). The call to action is clickable. (3 pt)	As 'sufficient', and moreover, the call to action fits well with the target group and / or context of the website. (4 pt)	As in 'good' and moreover the call to action (CTA) jumps out visually. (5 pt)

But is is not suitable for a static informative website.

Structure

Navigation: clear navigation. (Where am I, what can I do here, how to proceed?)

There is no (as such recognizable) navigation. (0 pt)	You can only reach certain parts of the website via 1 page (for example from the home page) and / or you have to walk through pages linearly (can only click next or previous). (1 pt)	Not all parts can be reached with the main navigation or footer and / or there is no indication of the active page. (2 pt)	Navigation is complete, it is in a logical place and it is visible at which page / part you are currently. (3 pt)	As in 'sufficient' and besides, the indication of active page is supported by a second way in navigation (so besides color also with contrast, icon, stying, or the like.). (4 pt)	As in good and additionaly the navigation is supported at multiple levels (for example a matching header image, recurring icons, color codes) without attracting too much attention or at the expense of the general (5 pt)

contact is only accessible from the home page.

Structure

Information structure: from general to specific. from home to detail page.

There is no text, or a text that is not divided with paragraphs. (0 pt)	There is text that is divided with paragaphes with at least one heading per page. (2 pt)	There is text that is divided in pragaphes with several (sub)headings per page. (4 pt)	There is text that is divided in pragaphes with several (sub)headings per page. The headers match the underlying text. (6 pt)	As 'sufficient', and in addition, there is a clear structure / coherence of the topics that follow each other on the pages. (8 pt)	As is 'good' and in addition, the structure helps the user to find answers. (10 pt)

The header night life is inconsistent with other headings and does not really describe that information below it.

Structure

Structured form: 10 commandments for good form design: clear, always visible labels for each field / easily tappable areas / size the input fields according to their expected input/ not customize checkboxes and radio buttons/provide both a general error message and a field specific one/make it clear what is optional and what is not/ minimize user input/ be clear what type of input is expected.

The contact page is not present or does not contain a contact form. (0 pt)	The contact form does not contain all requested fields and / or there is no submit button. There are incorrect or non standard input widgets use. (1 pt)	Required / optional fields are not recognizable as such. The labels are ambiguous. The order of fields can be confusing or raise questions. (2 pt)	All requested fields are present and are positioned in a logical order. Each field has an appropriate label above of before (next to) the field. Required / optional fields are indicated. The fields are neatly aligned. (3 pt)	As 'sufficient', and in addition, the expected input is taken into account in the size of the fields. The layout supports the readingorder and visual connection between labels, fields and other widgets. (4 pt)	As in 'good' and in addition hints / placeholders are used to clarify the expected input. Furthermore, it is described why you would fill in the form and what you can expect to happen after it has been submitted. (5 pt)

The label should be outside the field and the type field should be a chose one of the option type widget not a text field.

Behavior

Feedforward/affordance: Don't make me think, it is clear what is clickable, links have meaningful link text, required fields are marked

There are no clickable elements in the design. (0 pt)	There are no text links used and send button or navigation is not clearly clickable. Form fields do not appear to be fillable. (1 pt)	There are no text links used and / or send button, navigation is not clearly clickable. Or form fields do not appear to be fillable. (2 pt)	Navigation and links are clearly clickable (even before hovering). Form fields look like fillable. (3 pt)	As in 'sufficient' and in addition, the links can be distinguished by underlining as well as by color (preferably blue). (4 pt)	As in 'good' and in addition link texts are meaningful. Efffective hover effects are used. (5 pt)

Behavior

Interaction: the prototype allows you to experience the website by clicking from one page to an other.

None of the screens are linked. (0 pt)	Only some screens are linked. And/or links may be leading to the incorrect page. (1 pt)	Most screens are linked correctly. The prototype may support only a limited scenario e.g. a clickpath in one direction only. (2 pt)	All screens are correctly linked; clicking on a button/link takes you to the corresponding page (or section). (3 pt)	The prototype gives a realistic experience, user is able to click all internal links (and navigate in multiple directions). (4 pt)	Screens are linked as in 'good', and in addition, Simulate/demonstrate also external links in prototype. (5 pt)

Appearance

Typography: Suitable use of fonts for the various parts oft he website such as headers and body text.

There is no text, or is unreadable. (0 pt)	Typography is applied inconsistently and / or hinders readability. (1 pt)	Font, size, styling matches the function of one or more parts of the text. Most text is reasonably readable. (2 pt)	Font, size, styling matches the function of the text. And supports the readability of the text. (3 pt)	As in 'sufficient' and in addition support scanning and also forms a coherent whole. The difference in size between text parts is not extremely large. (4 pt)	Typography is stylish, applied in an inspiring way that fits the target group and subject of the website. (5 pt)

Appearance

Color contrast: of text and background is at least 4,5:1

Text is invisible, or unreadable. (0 pt)	The color contrast of (parts of the) text and background is less than 2:1. (1 pt)	Large parts of the text have a color contrast that is lower than 4.5:1. Or there are distracting / busy backgrounds behind the text. (2 pt)	The essential text on the website has a contrast of at least 4.5:1. There are no distracting / busy background behind the text. (3 pt)	All text on the website has a contrast of at least 4.5: 1 (incl logo, footer, left). The background behind the text is calm. The color pallet has a clear link with either the logo / house style or the subject and target group of the website. (4 pt)	As is 'good' and, in addition, the color palette is functional, pleasant to look at and is in line with the target group and house style. (5 pt)

> Text on an image can be harder to read, like on the home page. The museum page does not have enough color compared to the other pages.

Appearance

Imagery: Using (self made) imagery appropriate to the topic and target group of the website. Using your own logo (logotype and/or logomark) is required!

No images were used. (0 pt)	Only someone else's material is used; such as stock photos, clipart, photos from other websites. Photos are not relevant to the subject or target group. (1 pt)	Less than 3 own photos were used. Images (and logo) have an unclear relationship with the target group or subject of the website. The pictures are steched (not used in their original dimentions). (2 pt)	There are at least three appropriate self made photographs / illustrations used spread over multiple pages. The logo has a clear link with the subject and / or aim of the website. (3 pt)	As in 'sufficient', and in addition, the photos are of good quality / exposure / composition / cropping. (4 pt)	As is 'good' and in addition, the imagery fits well together in style and quality. The imagery is appealing. Connect well with the subject and the target group. The target group can recognize itself in it. (5 pt)

> images are rather smal, particular compared to the circle shapes. The logo is to blend to be memorable, just gey blob with black text is not something that will be noticed easily.

Appearance

Lay-out: Use various layouts suitable to the nature of the website, design, subject and target group.

The screens do not contain tekst, images or other elements. (0 pt)	Insufficient white space has been used. Elements are not aligned on the page. Things overlap that should not be over lapping. (2 pt)	Small alignment or white space errors have been made. The page layout does not appear balanced on all pages. (4 pt)	Alignment of different blocks is done correctly. The page layout looks balanced. (6 pt)	As 'sufficient' and the lay-out is also clear and supports the user in finding the information and appearance of the website. (8 pt)	The layout of the page is also stylish and contemporary. (10 pt)

> The navbar is not the same layout across all pages (buttons jump). The space (possible even the shape) used by a the circle shape could be used to show the content of the images (now it feels like the space was not used optimally).

Appearance

Mobile friendly design, a optimized version is designed for 2 or 3 different size browsers (mobile/tables/desktop). Mobiles: minimum 320 x 480 pixels (iPhone 5 or 6 or Android Mobile preset).
o Tablets: minimum 960 x 600 pixels. (iPad of Android tabled preset).
o Desktops: 1280 pixels width. (Een Web preset).

The submitted design is for one device only. (0 pt)	The version for other devices is a scaled up/down verion of the design or is not recognizable as the same website. (1 pt)	Parts of the design have become unusable. Or not all page types (home, detail, contact) are designed for other devices. (2 pt)	The design for other devices is consistent with the style of the desktop design. And is suitable for the choosen device. (3 pt)	The design takes touchscreen/mouse operation effectively in considerration. The use of whitespace is suitable for the screen size. (4 pt)	As 'good' and in addition is the (order of) content optimized for use on various devices . Priority is given to tasks that make (the most) sense in the context of use. (5 pt)

the colored shape is not the same in all pages, this is inconsistent and inconsistent with the desktop design. Here too the navigation is jumping; inconsistently laid out.