

# Graphic & Web Design Studio

Design Fundamentals Website Project

Project Submission: Thursday, December 16, 2021  
13:59 Blackboard

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## **DRAFT**

**Module:** Graphic & Web Design Studio (UFCFHL-30-1)

**Semester 1:** 11 October 2021 – 28 January 2022

**Weighting:** 60% of Coursework Total

**Contact Time:** 3 hrs per week

**Coursework preparation:** 6 hrs per week

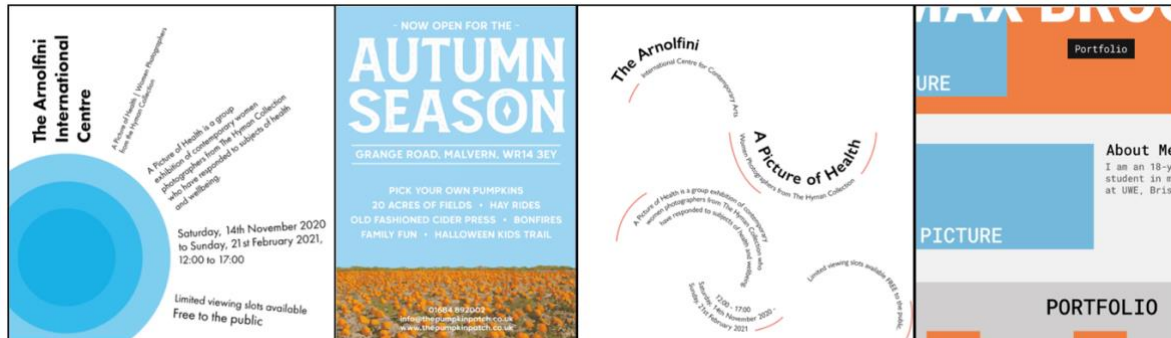
**Reading and learning course material:** 3 hrs per week

**Module Teaching email:** mary4.jackson@uwe.ac.uk

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## Assignment Overview

Communicating effectively across visual media (both print and web) is an essential skillset for contemporary media practitioners. In this module you will explore key themes in both web design and graphic design, generating a range of work that will be presented in your own hand coded website made from the foundational principals of HTML and CSS.



## Design Fundamentals Website Project

One of the many assets when entering the Creative Media industry is to have a firm understanding of the fundamentals graphic design and the principals of typographic design. Through these forms of visual communication, creative executions are possible. This first project will walk you through these principals, and teach you how to produce interesting, dynamic, and thoughtful creative work.

In semester one you will be given a series of **5 tasks** relating to graphic design, user experience, and web design. Using the fundamentals of HTML and CSS learned in this class you will build a static website from the to present the graphic, typographic, and UX foundations you have learned, with a short reflection paragraph to accompany each task.

Using GitHub desktop, you will build your website from scratch and utilize version control to hold your code. You will learn how to publish and host your static website by using GitHub. These version control skills are essential and helpful foundations for future classes and in the workplace after your university experience.

This project will help you actualize an outward facing, completely coded website to the world. It will be showcase of your skills and, if so desired, to house a record of your other design, interactive, and web technology projects. It will serve as a place to explore and experiment with your coding abilities and build your understanding of design principals.

**This is an individual website with 5 required tasks.** Each of your 5 individual task entries for your personal Website Portfolio should be documented with a variety of media types. These media types can be: text, images, photographs, video, and audio. It is expected that you will include a range of the following for each task documented - **as appropriate to the needs of the task you are documenting.**

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## Deliverables

You need to submit your individual website project online, with (at least) the following task items:

1. **CONTRAST, ALIGNMENT, REPETITION, PROXIMITY TASK (CARP)** & short reflection paragraph (further detailed within the task sheet)
2. **HTML / GITHUB CODING TASK** & short reflection paragraph (further detailed within the task sheet)
3. **User experience TASK (UX)** & short reflection paragraph (further detailed within the task sheet)
4. **TYPOGRAPHY TASK** & short reflection paragraph (further detailed within the task sheet)
5. **Short reflective report** concerning the project, 500 words (+/-10%)

## Important:

-> Your HTML coded website must be hosted and published publicly on GitHub. A URL link to your work and your accompanying documentation must be submitted on Blackboard to confirm submission of the assignment on time.

-> Each student will make a presentation of their work in session in January 2021 (exact date to be announced).

-> You can include pieces of coursework from other modules in your website if you desire.

## Important Dates:

- **Thursday December 16, 2021 13:59 — Blackboard submission**
  - **Date TBD – semi-formal presentations in-class**
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## Marking Guidance & Criteria

You will receive marks for the completion and creative execution of your assigned tasks, the design of your website itself, and your overall execution of the HTML/ CSS. You will find all the information about marking guidance in the table below.

	Fail: Fail to achieve module outcomes 0-30%	Fail: Marginally Fails to achieve Module outcomes 30%-40%	Pass: Achieve Module Outcomes 40%50%	Pass: Achieve Module Outcomes 50%60%	Pass: Achieve Module Outcomes 60%-70%	Pass: Achieve Module Outcomes 70%-100%
50% Quality of Website	Project is broken, URL not submitted or not found on GitHub to be viewed.  No media used throughout project	Project is viewable online but partially works, has broken links, has major structural issues  Site navigation is missing, partially present, or unusable  There is no visual design applied to the website.  Media is present but partially used throughout the website project.	Project is viewable online and very basic. Navigation works but is poorly thought out.  Hierarchy is not thought over or considered. A mixture of working and broken links is present.  Visual design is present within the website but has not been considered  A small variety of media is used appropriately throughout the website project.	Project is viewable online and works on multiple browsers / devices without breaking  Hierarchy and structure are effective to navigation and all internal and external links work.  Visual design has been considered to a good standard.  Multiple forms of media are used appropriately throughout the project.  All images and graphics are viewed proportionately and at the correct resolution.	Project is viewable online and works on multiple browsers / devices without breaking.  Hierarchy and structure are well thought out and executed with creative flair.  More than one form of navigation is considered throughout.  Visual design has been considered to a very good standard.  multiple forms of media are used appropriately throughout the project and executed with creative flair.  All images and graphics are viewed proportionately and at the correct resolution and is a creative execution for the project.	Project is viewable online and works on multiple browsers / devices without breaking.  Hierarchy and structure are well thought out and executed with creative flair and innovation that goes beyond the project brief.  Multiple forms of navigation is considered and executed effectively.  Visual design has been considered to a professional standard.  Multiple forms of media are used appropriately throughout the project and executed in an innovative, professionally creative way.
50% Quality of Task Pieces	No required tasks have been completed	Partial completion of required tasks.	All required tasks are present but either partially completed or completed to a very basic execution.	All listed tasks are completed and understood to the user with a good execution with good reflection.	All listed tasks are completed and executed with creative flair with thoughtful well written reflection.	All listed tasks are completed and executed that goes beyond the project brief with reflections that are written to a professional level and execution.

### Further accompanying documentation

You can choose to submit further materials. No marks are explicitly assigned to this component. But the information provided can be helpful when marking the individual exercises.

### Submission Details

Before you submit your work, ensure that you test your portfolio on multiple machines, mobile devices, screen sizes and browsers. Links must work and file permissions must be such that the material is available to mark online. Work that is unavailable online cannot be marked and will result in a failing mark.

### Submission dates for Design Fundamentals Website Project:

- Submit your public url via Blackboard before Thu 16.12.2021, 13:59 server time.
- Each student needs to make a semi-formal presentation of their work in class January 2021 (schedule to be announced).

**General Marking Guidance:** Please note: No marks will be awarded for work submitted past the 24-hour window of the due date for each individual component. Work submitted inside of the 24-hour window will be capped at 40%.

### Study Support:

The following links provide detailed information on study skill provision and UWE academic policy. In submitting your final submission for examination you agree that you have read the following guides linked to below:

- Digital Media BSc Learning Policy:
- UWE Study skills: <http://goo.gl/NalwD5>
- UWE Word count policy: <http://goo.gl/Qe8kbq>
- UWE Referencing policy (UWE Harvard): <http://goo.gl/Iu3S3L>
- UWE Plagiarism policy: <http://goo.gl/vAHWOp>
- UWE Academic appeal process: <http://goo.gl/Tf1nv3>

### Plagiarism Advice:

The usual university strictures about plagiarism apply to this assignment. It is good practice in academic writing to reference correctly the work of others that you may draw upon for your own. Please help us to clearly distinguish your original efforts by so doing.

If you use code from other sites, the sources must be referenced in your Bibliography. If you use any other site(s) as a source of ideas for your site, you must reference the source. If you copy code and/or ideas from another student's work, or even if you are helped by another student, you must reference/acknowledge the source.

- UWE Plagiarism policy: <http://goo.gl/vAHWOp>