

Design Contexts (UFCFBL-30-1)

Coursework: Project and Portfolio

A project analyzing the design elements and usability of a Bristol based service.

Submission: Blackboard. Thursday December. 16th 2021 | 14:00

Module: Design Contexts (UFCFBL-30-1)

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

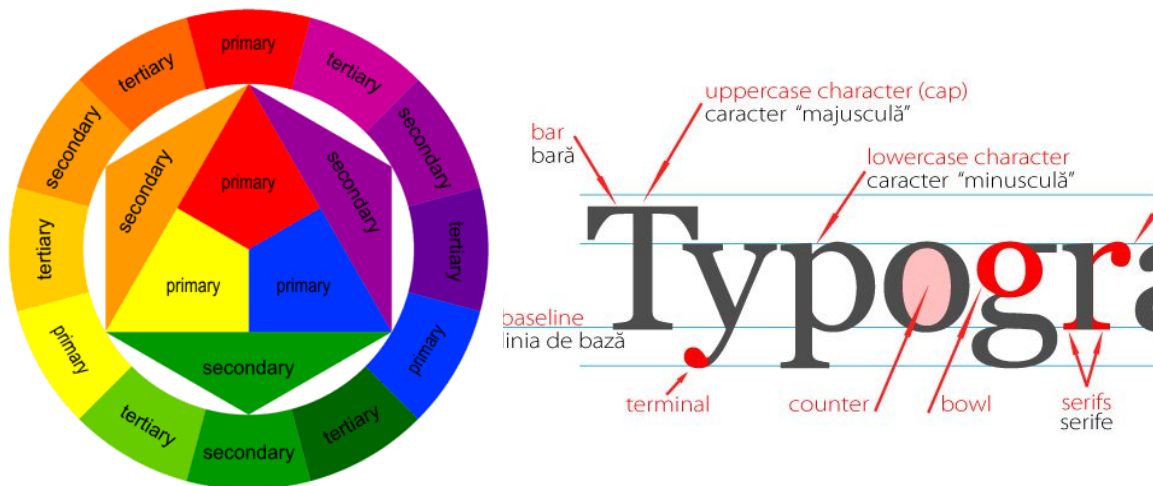
Weighting: Coursework: 30% of module total

Contact Time: 3 hrs per week

Coursework preparation: 4.8 hrs per week

Reading and learning course material: 3 hrs per week

Module teaching email: rod.dickinson@uwe.ac.uk



Assignment Overview

Your task is to pick one of the four themes listed below, all of which revolve around Bristol as a digital / technological city.

Each theme focuses on a service / infrastructure or aspect of the city and asks you to analyse it from the perspective of a specific user group.

For the first part of the assignment you will research both the user group **and** service. You will create a user journey, mood boards, and annotated photographs that analyse the design and use of the service.

From this you will identify good and bad practice.

Then you will create a design brief that summarises your research, analysis and identifies issues that need improvement.

Finally you will suggest recommended changes and a re-design in the form of annotated sketches, annotated diagrams and reworked photographs.

Pick one of the following options

1. Analyse the First Bus app from the perspective of an older retired person.
 2. Analyse the NHS COVID-19 app from the perspective of an anti-surveillance activist.
 3. Analyse a web site of your choice focusing on the ways in which it is inclusive and accessible.
- *You will decide on the specific aspect of inclusivity and accessibility drawing on your own (or others) experience.

4. Analyse the digital ordering system from a **local** takeaway food outlet using a local / self created web site / app. From the experience of a partially sighted person.

Deliverables

30% of total module mark:

All submissions are individual work:

- **Visual analysis of chosen option**
An annotated visual analysis in PDF format.
Including mood board and annotated photographs.
- **User journey of chosen option**
Annotated user journey In PDF format.
- **A Design Brief:**
A 200 word PDF using the provided template and presentation slides (PDF / Powerpoint). Including research into a specific user group, good & bad practice and the problem space you are investigating.
- **Design recommendations and re-design concept:**
An annotated set of visual recommendations and concept designs in PDF format.

Important dates / Submission

December 16 2021 at 14:00

This assignment is individual work

All project / portfolio deliverables to be submitted to Blackboard

Detailed Assignment Processes

This work will be partly supported by class sessions and activities, but you are also expected to do significant work towards the task in your own time.

You will choose one of the five options and then initially work with another student informally to research and investigate that service and user group.

Using the sessions on visual design, typography, usability and user perspectives you will analyse both the visual design and usability of your chosen option.

In the first instance you will test its usability from your perspective and map your user journey. Then you will research your target user group and consider how their specific needs change the context of the design. You will create a user journey from their perspective.

From this research and analysis you will identify good and bad design attributes and aspects that could be improved or changed. (Often called a design 'problem space').

You will then develop a design brief that summarises your research and analysis and outlines the problem space you intend to focus on.

Finally you will generate a set of design recommendations and annotated concept sketches and diagrams that respond to your design brief.

Marking Criteria

Submissions will receive an overall mark out of 100 based on the following criteria:

Criterion	< 40% Fail	40-50% Poor	50-60% Average - Good	60-70% Very Good	70+% Excellent
Report					
Clarity and quality of visual analysis (25%)	Inadequate visual analysis. Very poorly presented with little or no understanding of visual design principles	Basic visual analysis. Not very well presented with only superficial understanding of visual design principles	Clear visual analysis but with much room for improvement. Fairly presented with some clear understanding of visual design principles	Good visual analysis. Mostly well communicated and presented Evidence of good understanding of visual design principles.	Inventive and insightful visual analysis. Extremely well communicated and presented Evidence of excellent understanding of visual design principles.
Clarity and quality of usability analysis (25%)	Very little and very poor user research. Very poorly presented with little or no insight.	Some basic user research. With a basic user journey with limited insight that could be hugely improved.	Mostly quite well researched and presented user journey. Some good detail and insight that could be improved.	Well researched and presented user journey. Good level of detail and insight.	Extremely well researched and presented user journey. Excellent level of detail and insight.
Clarity of brief / design problem. (25%)	Very poorly phrased brief, very poorly framed design problem. Only very basic grasp of design problem. Very poor slides	Basic brief, poorly framed and phrased. Basic grasp of design problem. Basic Slides.	Moderately phrased and framed brief that would benefit from much more thought and development	Well phrased and framed brief, but needs some more development	Eloquently phrased and framed brief. Incisive and perceptive
Quality of design recommendations and re-design (25%)	Very poor-quality recommendations. Presented and communicated wholly inadequately. Nearly no connection with the design brief.	Basic recommendations. Presented and communicated adequately with some connection with the design brief.	Clear recommendations that would be improved by a more thorough and imaginative approach. Clear but unsophisticated connection to the design brief.	Imaginative and clear recommendations. Communicated clearly with an obvious clear and sophisticated connection to the design brief	Highly inventive and imaginative recommendations. Communicated extremely clearly with very clear connection to the design brief

Submission Details

The coursework and presentation assignment make up 100% of the final module mark.

The coursework is a blackboard submission.

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:

- UWE Study skills: <http://goo.gl/NalwD5>
- UWE Word count policy: <http://goo.gl/Qe8kbq>
- UWE Referencing policy (UWE Harvard): <http://goo.gl/lu3S3L>
- 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 online journal or report. 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>