

Task:

In this group assignment, you will work in a team of 3 or 4 people to develop one website using WordPress for the **Barrier Reef Orchestra (BRO)**.

Your site must be designed using your own custom theme (not child theme) that you create based on any appropriate “starter theme”. As described in the presentation details below, your group must come up with and use a modern development and deployment workflow for this assignment.

Design:

The site should use the content provided by the client, but you should perform all the usual design steps like information architecture, interface design and information design. Your custom theme design should be appropriate for your goal and target audience.

Content:

Your site should include text, images and video content.

Submission:

A template submission file, **a2.html**, is provided for you. Complete this with the requested information (including links to your sites and login details) and submit it by uploading it to LearnJCU under Assessment.

The actual site(s) must be published on a public Web server (or servers), anywhere you like. It is up to you to figure out appropriate hosting. You may like to consider the following options. Note: You are not expected to pay any money for hosting. All of these options have free/student tiers available.

- SiteGround (no group logins available – share login information with your group)
- Amazon Web Services
- Google Cloud Platform
- DigitalOcean (free via GitHub Student Pack)

Integrity:

The work you submit for this assignment must be your own. You are allowed to discuss the assignment with other students and get assistance from your peers, but you may not do any part of anyone else’s work for them and you may not get anyone else to do any part of your work. Work that is too similar to another student’s work will be dealt with promptly according to University procedures for handling plagiarism. For this assignment, it is acceptable to copy content from freely available sources and modify it to suit your project.

Due:

Submit your assignment by the date and time specified on LearnJCU.

Submissions received after this date will incur late penalties as described in the subject outline.

Support:

See the subject Trello board for resources. Please ask any questions in the #cp3402 Slack channel or in person.

Marking Scheme:

Ensure that you follow the processes and guidelines taught in class in order to produce high quality work. This assessment rubric provides you with the characteristics of exemplary, competent, marginal and unacceptable work in relation to task criteria.

	Exemplary (3 marks)	Satisfactory (2 marks)	Marginal (1 mark)	Unsatisfactory (0 marks)
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Publishing	Site is published; development and deployment process meets requirements (including separate development & production environments, version control...)	Site is published; development and deployment process is missing some requirements (e.g. no staging environment)	N/A	Site is only available on a development machine or only on production server
Content	Site content is complete and accurate; text, images and video are all well-integrated	Site content is incomplete; not all media are present or not well-integrated	Site content is mostly incomplete; not all media are present	Minimal site content; not all media are present
Goal-Driven	Goals of the site are clearly evident in the design and calls-to-action are well used	Design leads user toward site goals but not as well as it should; only some calls-to-action are evident	Design has some goal-orientation, but mostly misses the opportunities to lead users; calls-to-action are not evident	There is no sense of the site design being goal-driven
Information Architecture	Content has been thoughtfully organised to be suitable for site goals; navigation is intuitive	Content is mostly well-organised; navigation is mostly not always intuitive	Not all content is well-organised; navigation is not intuitive	Content placement seems illogical; navigation is difficult
Information Design	Text has been formatted to be suitable for scanning and for site goals; images enhance meaning of text	Most content is well-formatted but some text needs to be made more scannable; images mostly help	Some content is well-formatted but not all; images are not well-used	No evidence of thoughtful information design; content appears to be untreated
Interface Design (custom theme)	Design is professional, consistent, suitable for site goals and audience	Design is fairly good, not as suitable for site goals and audience as it should be, inconsistencies across different pages	Design is not suitable for site goals and audience, obvious inconsistencies across different pages	Poor quality, not suitable for site goals and audience, or not using custom theme
Theme (worth double)	Theme development is complete; follows WordPress standards and guidelines; theme is reusable (no hard-coded content)	Theme development is mostly complete; some issues with standards and/or guidelines and/or reusability	Theme development is incomplete; problems with standards and/or guidelines and/or reusability	No custom theme developed
Coding	Code is well-constructed and well-documented; no obvious problems, follows WordPress coding standards	Code is mostly well-constructed; missing documentation or violates WordPress coding standards	Code has clear problems with construction, formatting and/or documentation	Code construction, formatting and documentation is poor
Version control	Version control used properly - multiple commits by all team members, decent messages, no duplicate files in different folders	Version control mostly used well except for some problems such as insufficient commits or limited commit messages or not all team members have committed	Version control used but poorly	Version control not used at all

Presentation

With the same group as the development assignment, present a demonstration and justification of your chosen development process and publishing system. Your group will research, decide on and use a modern process for collaborative development and deployment considering best-practice issues such as source control, staging and automation. You will use this workflow for developing your WordPress site, then present it and your analysis of it (pros and cons, insights learned) for this assessment item.

In your analysis, you should discuss any other options that you considered or tried and describe why you chose your final process instead. It is ideal if you actually tried a variety of options.

Form:

Every member of your group must participate (roughly equally) in the presentation.

You should present for between **5 and 10 minutes**.

A key part of your presentation is a live demonstration of how you can update a site in a local environment, use appropriate source control, and then efficiently update the live site. Ideally, this would also include a staging environment as well. Make sure you prepare a realistic (not “blah blah”) change to demonstrate.

Marking Scheme:

	Exemplary (3 marks)	Satisfactory (2 marks)	Marginal (1 mark)	Unsatisfactory (0 marks)
Content	Coverage of topics is appropriate and well balanced. The presentation appears to have a clear audience and goal.	Coverage of topics is good. Audience and goal could be clearer.	Coverage of topics is reasonable but not well balanced. Audience and goal could be clearer.	Important content is missed. No clear audience and goal.
Visuals and Demonstration	Demonstrations are effective and well planned. Use of visuals enhances the presentation and meaningfully connects with the content being presented.	Demonstrations are not as seamless and well planned as they could be. Visuals don't always line up with the talk or the presentation lacks visuals that would enhance it.	Demonstrations are passable but not realistic or not well executed. Visuals have obvious problems.	Demonstrations are missing or messy. Visuals are poor.
Structure	Students present information in a logical sequence which audience can follow. Strong introduction and conclusion.	Presentation sequence could be improved. Introduction and/or conclusion are evident but not as strong as they could be.	Presentation sequence makes it harder for audience has to follow than it should be. Introduction and/or conclusion are poor.	Poor sequence of information means audience cannot understand presentation. Start and finish are very weak.
Delivery Style	Students maintain eye contact with audience, seldom returning to notes. Students' voices are clear and they pronounce words correctly. Audience can hear presentation. Use of voice is dynamic and enhances meaning of presentation.	Students use some eye contact, but read some of presentation. Students' voices are not as clear and interesting as they could be.	Students use minimal eye contact, read much of presentation. Students' voices are low or unclear. Tone is not good.	Students read majority of presentation with little to no eye contact. Students mumble, incorrectly pronounce terms, and speak too quietly for people in the back of the class to hear. Tone is monotonous or uninteresting.
Group Work	Presentation is shared evenly, each person's part logically flows, contributing to one coherent well-organised presentation.	Presentation could be shared more evenly, each person's part flows reasonably well.	Presentation is not shared evenly, each person's part is separate, changeovers are messy.	Not all members contribute and/or sharing is problematic.