

**Project:** *Final Integrated Assignment*

# STUDENT WEBSITE

**30% of Term Grade**

**Assignment Requirements** for **Visual Communications** and **Design & Image 1**

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## Assignment Description:

Students are required to create a three (3) page website based on the HMTL/CSS template provided in class. The subject of the website must be chosen from the list below or authorized by the course instructor before proceeding with your work on the FIP website.

### Website Topics:

- Gardening (indoor and/or outdoor)
- Clothing/Shoe/Hats collections
- Musical instruments
- Sports equipment
- Book or magazine collections
- Cooking
- Interior decorating
- Pets

**\*\*** All other topics **MUST** be discussed with one of your IDP instructors before proceeding with any other ideas that are apart from the provided list.

Please don't hesitate to ask questions about the FIP during class or by either email, or both. It is your responsibility to make sure you fully understand the FIP assignment.

## Assignment Requirements:

### **Web Pages (3+)**

- All 3+ pages (including one 1 contact page or contact form) must be designed by you from the HTML/CSS files you build in your Web Development course.

- Technical requirement (sizes, structure, formatting, etc,) for the build of your website will be given to you in your Web Development course.
- Photography requirements will be given to you during your Digital Media Theory and Project Management course.

### **Visual Communications and Design & Image 1**

The design of your website will be part of an ongoing development process in both courses. The theory and practical design process will help in producing the needed files for the completion of your final integrated website.

## **Submission:**

The Final Integrated Project due date will be posted in the Submission area of the Visual Communications and Design & Image 1 courses on FOL. The date, time and submissions requirements will also be loaded onto the homepage of our course on FOL. In addition, I will be reminding you of important dates as the term progresses.

### **Steps:**

1. Make a folder named = **LastName\_FirstName\_FIP**.  
This file will include every asset that you want to be graded as part of the design for your website. Assets are to be psd and .ai files ONLY.
2. Compress (zip) the above folder = **LastName\_FirstName\_FIP.zip**  
This will be the file you will upload the Design & image course. I do not need any other files for the FIP.

### **Folder Contents:**

All design files for your website;

- Illustrator files (with attached assets) and,
- Enclosed, open Photoshop files,

need to be submitted to the Visual Communications and Design & image 1 courses.

## Grading Rubric (100 Points = 30% Term Weight)

<b><u>Essential Elements</u></b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Pages</b>	No pages created	1 page created, may or may not have original content	A couple pages created, may or may not have original content	3 pages created with some original content	3 pages created and filled with original content.  Content Exceeds expectations
<b>Design (VC)</b>	Poor colour choices, typography and overall execution.  Completely Lacks professionalism	Mediocre colour choices, typography and overall execution.  Lacks professionalism	Average colour choices, typography and overall execution.  Shows some professionalism	Good colour choices, typography and overall execution.  Meets industry expectations	Excellent colour choices, typography and overall execution.  Exceeds expectations
<b>Design (D&amp;I)</b>	No design files created.  Files included do not meet any of the assignment requirements.	Design files created but with very little progress of development. No inherent design structure. Coherent design logic lacking.	Design files created with some basic progress of development. Some inherent design structure. Some logic applied.	Design files created with some good progress of development. Some good design structure. Some good design logic applied.	Design files created with very clear and logical progress of development. Great design structure. Great design logic applied.

<b>Essential Elements</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Design (D&amp;I) Working files. .psd and .ai</b>	No working files submitted.  Files included do not meet any of the assignment requirements.  Naming convention issues.	Files required only partially submitted.  The addition of unnecessary files include in submission.  Some naming convention issues.	Files required only partially submitted.  The addition of unnecessary files include in submission.  Some naming convention issues.	Files required mostly submitted.  Some minor additions of unnecessary files include in submission.  Naming conventions well done overall.	Required files submitted.  No unnecessary files included.  Naming convention well done.
<b>Followed Directions (VC / D&amp;I)</b>	Did not follow any directions	Followed a few directions	Followed some directions	Followed most directions	Followed all directions
<b>Submission (VC / D&amp;I)</b>	No files submitted. Files submitted do not fulfill the requirements of the assignment objectives.	Some files submitted, yet incomplete. Files submitted fulfill only some of the assignment requirements based on the assignment objectives.	Most/or all files submitted, yet incomplete or glaring omissions or design issues. Files submitted fulfill some of the assignment requirements based on the assignment objectives.	Most/or all files submitted, mostly complete with slight omissions or design issues. Files submitted fulfill most of the assignment requirements based on the assignment objectives.	All files submitted. Complete. Files submitted fulfill most to all of the assignment requirements based on the assignment objectives.

## Grade Breakdown (100 Points = 30% Term Weight)

- Following and fulfilling instructions of assignment = **25**
- Providing detailed, accurate, logical and complete working files in the proper formats and naming conventions = **25**
- Details and thoroughness of the finished website designs = **25**
- The design aesthetics, details, logic, theory based consistency and user experience = **25**

## Grading (100 Points = 30% Term Weight)

### **The FIP is worth 30% of the term grade, for the Visual Communications and Design & Image 1 courses.**

Your FIP will be graded by each course in your IDP stream this term. The final grade you receive will be an averaged grade determined by all of your IDP courses this term. Each course has its own, unique assignment deliverables and expectations. Make sure you are clear on what each course requires for the FIP this term.

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## Additional Information:

All work submitted throughout the term will be required to adhere to the Fanshawe Code of Conduct and additionally maintain the standards of appropriateness as expected with any public forum. These standards of expectation include, but are not limited to, such things as; appropriate imagery (no explicitly sexual, oppressive or violent imagery will be accepted); no expletives, gender and/or racial slurs or inappropriate communications, written or verbal, where someone might take offence; no actions or words that threaten or cause an environment of discord or unease. If you are questioning any work that you feel 'might' be subject to one or more of these terms it is your responsibility to communicate such concerns to your course instructor, or to IDP coordinator Rob Haaf, before proceeding with your work.

Plagiarism (e.g., failure to acknowledge sources used, submitting another student's work under your name, or producing work for another student to submit) is a serious academic offence that shall result in appropriate penalties, to be determined at the discretion of the course professor in consultation with the chairperson of the Communication Arts division. The penalties shall range from failure of an assignment to possible failure of the course. Students shall not make the assumption that any provision will be made by the professor to permit the student to rewrite or redo failed assignments.

Missed tests/exams will not be rescheduled without some valid evidence of some important event over which the student has no control (e.g., Court appearance, death in the family). Missed tests or exams, therefore, can receive a zero. The students are advised to notify the professor prior to missing the test.

Students are expected to hand in all assignments to the course instructor on the due date, and all assignments must be submitted in the format specified by the instructor (e.g., on FOL, in printed form, on a specific lab computer, etc.); assignments will not be accepted in any format other than that specified.

Late assignments will not be accepted, nor will make up test or assignments be permitted, without some valid evidence of some important event over which the student has no control (e.g., documented illness, death in the family). Missed tests or assignments, therefore, will receive a mark of zero. Late assignments and make-up tests will only be permitted following the submission of adequate documentation acceptable to the instructor (e.g., a doctor's note). Students are advised to notify the instructor prior to missing an assignment due date or a scheduled test.

Immediately upon return from an illness/absence in which a test or assignment has been missed, the student is responsible for contacting the course instructor to discuss the problem. The instructor will make

arrangements for any student deemed eligible. The alternative test/assignment will be of equal value to the one missed with no grade penalty. The timeline and due dates will be determined by the course instructor.

At mid-term, any unsatisfactory results will be reported to the student.

This course may be revised by the professor with suitable notification to the students. Students are responsible for making arrangements to pick up missed handouts, assignments and course announcements from classmates.