

Assignment 2: Interactive, responsive website

What is this?

You will be creating a responsive website that highlights your local area. It will be an eight-page website using HTML and CSS. It will demonstrate attention to navigation, content, responsive design, information architecture, and broad ability to style a site to fit with a concept. You will include a *rationale* as a document explaining to the 'client' why your design meets the needs of a target audience.

What's it worth?

60% of your overall grade for DXB111

When's it due?

11:59pm on Sunday 1st November 2020 (end of Week 14)

Please note: Late assignments without an approved extension cannot be marked and will receive **zero** under QUT policy.

Requests for an extension: need to go through [the official process](#) please submit this early

Design Brief

Design and implement a **responsive website** that serves as a travel guide for anybody visiting *your local suburb/town/part of the city*. It should meet criteria of:

Design criteria

- 1) Meet the expectations of a particular **target audience**. It must be designed to work for the age range of people who are **50 years and over** and within this age range you can specify the interests of your targeted audience.
- 2) Have eight web pages:
 - One **home** page (index.html)
 - Two **category** pages (e.g., ways to group location pages. Examples: "natural beauty", "places to shop", "local characters", "historical sites", etc.)
 - Four (minimum) different **location** (or destination/feature/landmark) pages. These should each be categorised within *at least* one of your two categories. (They are indicative of what the site would look like with, say, 20 locations; but we're not asking you to make those so that you can focus on your design skills)
 - One **about** page that includes your details, references, and info about the website
- 3) Include a header, nav bar, and footer that are consistent across all three pages
 - Think about *usability* and *information architecture* in considering how users navigate your site
- 4) Be designed responsively to work for all three of mobile, tablet, and desktop.
 - The assignment will be viewed in three sizes during marking:
 - Mobile phone (iPhone X, which is 375px wide)
 - Tablet (iPad, which is 768px wide)
 - Desktop (1440px wide)
- 5) Be an accessible website
 - for this purpose, defined as meeting WCAG 2.1 Level A standard (noting that most government agencies require AA standard):
 - <https://www.w3.org/WAI/WCAG21/quickref/> (items labelled Level A)

- Refer to class notes on how to achieve this (Week 10)
- 6) Have aesthetic quality (e.g., choice of media, colours, typography, sizing, layout, etc.)
- 7) Has a coherent graphical identity
- 8) Have content that matches the user group
 - We recommend creating your own media (i.e., photos) for this assignment
 - *You should do this a COVID-safe way following the QLD health advice of the day*
- 9) **Obey copyright laws and cite any work that you use**
 - Images: below each image in a figcaption
 - Text: inline references (e.g., Kelly, 2020) with full references in the **about** page

Code criteria

- 10) Make use of HTML tags in a *semantic* way
- 11) Ensure full separation of page content and styling using CSS
- 12) Use appropriate *layout and styling of code* in both HTML and CSS (i.e., indents, grouping, comments where appropriate)
- 13) Appropriately use *responsive design* (through use of appropriate CSS, such as flex and/or breakpoints, etc.) to achieve the website design

Rationale criteria

- 14) Rationale should be a **PDF document in A4 size** with as many pages as is needed (landscape orientation preferred but not mandated)
- 15) Include three low-fidelity **wireframes** with a label to indicate which page they correspond to:
 - Home page
 - Categories page
 - Destinations page
- 16) An approx. 200-word **statement describing the target audience** (who must be over 50 years of age). For example (from a real project): mature aged women (over 55 years old) who are vulnerable to homelessness.
- 17) A one-page **mood-board** showing snapshots of inspiration/artworks/resources/colours/extracts of sites that you are taking your inspiration from
- 18) Exactly **three screenshots** from your site with as many annotations as you like (totalling less than 800 words) noting some *design decisions that you made* and your *rationale for those decisions* (as in, why you chose this). For example, you might have 12 annotations of ~60 words each.
 - Make connections between your *decisions* and the *target audience*
 - Make reference to your consideration of *accessibility* in your design

FAQ

Can I use existing website themes/templates/code?

No, you need to write all of your own code from scratch. The HTML and CSS you submit must be entirely self-authored. Using an existing website-template will be treated as plagiarism!

Can I use external CSS frameworks?

No. The HTML and CSS you submit must be entirely self-authored, so do not use any external CSS frameworks (e.g. do not use Bootstrap, or any other CSS framework).

Can I use software (e.g., Dreamweaver) that generates code automatically?

Do not use editors that generate code/markup for you. Self-authored markup means, it is written by yourself, from scratch. Code that has been auto-generated will not be marked.

Can I use JavaScript (JS) in my assignment?

The short answer is “no”. The long answer is “yes”, but we will be marking assignments with JS turned off in our browsers. That means you can use JS if you so desire but it would be purely for your own pleasure; and you should only do this if you understand the concept of *progressive enhancement* to ensure that the version that we mark still works correctly. *Stick with the short answer of “no” if you’re unsure!*

Can I use images and text that I find online?

You have to *curate* the content that fits your needs, by either creating it or finding it online. If you are using media that you find online then you must ensure that you don’t violate copyright, and you must give appropriate attribution.

Any text that you *directly copy* must be in *quotations and referenced* (if you copy and paste without this then it is **plagiarism**). Written content would thus typically be original content. *You can directly re-use text that is licensed for re-use (e.g., Wikipedia) so long as the attribution is clear. This is not recommended.*

Where should I list my references?

You can list your references on the *about* page of the website. We will cover “how to attribute and reference” in tutorials.

Submission details

Submit via Blackboard in the “Assessment” section. Submit a single **zip file** containing all content. Give this file a name that includes **your name, your student ID, AS2, and your tutor’s name**.

Example: DeliaSingh_12345678_DXB111_AS2_nick.zip

Marking criteria

Refer to the CRA for a full description of each criterion:

- 1) (40%) Quality of response to the brief: how well did you do the things that are listed in the brief to produce an effective portfolio website?
- 2) (20%) Technical quality of the HTML: how well did you achieve *technical quality* in your HTML markup (no styling, appropriate semantic tags, well-written code) given your *effort and ambition*?
- 3) (20%) Technical quality of CSS and media: how well did you achieve *technical quality* in your CSS code (use of selectors, properties and values, use of cascade) and given your *effort and ambition*?
- 4) (20%) The design rationale document

Related learning outcomes

1. Apply foundational principles of Web design, including interface and navigation design and user-centred design
2. Employ practical skills for the production of online delivery, including semantic markup of web content, consistent separation of content and style, and appropriate embedding of media assets
3. Explain foundation principles of interface and navigation design and how these relate to the process of designing for the web.