



## Design Brief

# DECO2102 Introduction to Web-based Design

Semester 2, 2021 | 6 credit points

## 1. Introduction

This document contains the detailed assessment guidelines for DECO2102: Web Design and Technologies. It describes the aims, deliverables, and assessment criteria for each task. Additionally, this document details the due dates and submission instructions, as well as accompanying grade descriptors for standards-based assessment. Any clarifications to the assessments will be posted on the [Canvas eLearning site](#) during semester.

## 2. Design Brief

*This brief will be used for assessment task 3: Web Proposal and assessment task 5: Web Prototype.*

You have just been hired as a Junior Web Designer at a new design agency - DesCo. DesCo engages with Australian charity and not-for-profit organisations, to support and promote their causes online. You have been tasked with designing and prototyping a website for any of the organisations listed on the [Australian Charities and Not-for-profits Commission Register](#).

Your website should introduce and provide information about the chosen charity/not-for-profit organisation, while also providing a method for people to sign up and support the cause (e.g. volunteering, donations, crowdfunding, merchandise, etc.). [Dropbox Foundation](#), [Impactor](#) and the homepage of the [Equal Justice Initiative](#) are some good examples of the kind of website you might create.

## 3. Assessment Tasks Overview

Due Date	Assessment Task	Weighting	Deliverables
<b>Mon 23 Aug at 23:59</b> Week 3	<b>A1:</b> Tutorial Task 1	10%	Personal 'about' page (HTML) <i>Submitted as a repl.it.com link via Canvas</i>
<b>Sun 12 Sep at 23:59</b> Week 5	<b>A2:</b> Creative Coding Challenge	20%	Online Tutorial (HTML) <i>Submitted as a repl.it.com link via Canvas</i>
<b>Sun 17 Oct at 23:59</b> Week 9	<b>A3:</b> Web Proposal	30%	Web Proposal (HTML) <i>Submitted as a video via Canvas</i>
<b>Mon 25 Oct at 23:59</b> Week 11	<b>A4:</b> Tutorial Task 2	10%	CSS Challenges (CSS) <i>Submitted as a repl.it.com link via Canvas</i>
<b>Sun 21 Nov at 23:59</b> Week 13	<b>A5:</b> Web Prototype	30%	Web prototype (HTML + CSS) <i>Submitted as a repl.it.com link via Canvas</i>

## Assessment Results and Feedback

Assessment results and feedback will be provided within 2 weeks of the submission date. Grades and feedback comments will be provided via Canvas.



## Assessment Grades

Grade	Description
<b>High Distinction</b> 85 - 100	Work of outstanding quality, demonstrating mastery of the learning outcomes assessed. The work shows significant innovation, experimentation, critical analysis, synthesis, insight, creativity, and/or exceptional skill.
<b>Distinction</b> 75 - 84	Work of excellent quality, demonstrating a sound grasp of the learning outcomes assessed. The work shows innovation, experimentation, critical analysis, synthesis, insight, creativity, and/or superior skill.
<b>Credit</b> 65 - 74	Work of good quality, demonstrating more than satisfactory achievement of the learning outcomes assessed, or work of excellent quality for a majority of the learning outcomes assessed.
<b>Pass</b> 50 - 64	Work demonstrating satisfactory achievement of the learning outcomes assessed.
<b>Fail</b> 1 - 50	Work that does not demonstrate satisfactory achievement of one or more of the learning outcomes assessed.

## 4. Assessment Task Details

### 1: Tutorial Task 1 (10%)

In this assessment, you will create a personal 'about' page. This page should introduce yourself in a professional manner, showcasing your interests and skills. At a minimum, the page should include:

- Your name and a picture of yourself
- Your nationality and where you currently live
- Your design skills and software experience
- Your hobbies and interests (outside of design)
- What you hope to learn during your degree
- A quote that inspires you

A web-based template for your 'about' page will be provided, which will have predefined styles in CSS. You will populate the template with content using semantic HTML, to match up with the given CSS rules.

**Submission:** This assessment will be submitted on Canvas by providing a repl.it link attached to a Github code repository.

### Assessment Criteria

HD	D	CR	P	F
Use of semantic HTML to create a well-structured and descriptive about page.				
Implemented code shows a complete understanding of semantic HTML elements perfectly applied for the content and provided styles.	Implemented code shows a clear understanding of most semantic HTML elements appropriately applied for the content.	Implemented code shows understanding of some of semantic HTML elements, well paired with the provided styles.	Implemented code shows understanding of the basic HTML elements, but not paired with the provided styles.	Implemented code shows no understanding of HTML elements.



## 2: Online Tutorial (20%)

In this assessment, you will design and create an online tutorial. The tutorial can be for anything: art, music, design, programming, crochet, woodworking, coffee, or more. Pick a task that requires specialised skills, interests you, and can be taught to relative novices in ~1-2 hours of instruction. Your task is to design the appropriate information architecture for your tutorial content and write the HTML code for an online learning experience.

The key to a good web user experience is to be engaging, i.e. for your content to motivate users to start using it and then stay using it. Think carefully about the design of your tutorial, and how you can structure it to be as engaging for the users as possible. Several recommended strategies for doing this are:

- Consider who your users are – what kind of person would be interested in this content?
- Employ active learning strategies – offer opportunities for problem solving and interactivity.
- Be clear where the learner is within the content – what have they achieved? How much is left to go?
- Consider how the learning experience can be made social – are there possible opportunities for learners to collaborate? To compete? To help each other learn?

A recipe and example will be provided to aid your design. You will use these along with the provided component library and template to develop your challenge.

**Submission:** This assessment will be submitted on Canvas by providing a repl.it.com link.

### Assessment Criteria

High Distinction	Distinction	Credit	Pass	F
Application of Information Architecture				
Content is extremely well organised, with excellent application of information architecture to provide a clear and enjoyable educational experience.	Content is neatly organised, with good application of information architecture to provide a clear educational experience.	Content is presented with appropriate application of information architecture.	Content is presented, with some application of information architecture.	Content is illegible, or unrelated. No application of information architecture is evident.
Quality of Implemented Code				
Implemented code shows a complete understanding of semantic HTML elements.	Implemented code shows a clear understanding of most semantic HTML elements.	Implemented code shows understanding of some semantic HTML elements.	Implemented code shows understanding of the basic HTML elements.	Implemented code shows no understanding of HTML elements.



### 3: Web Proposal (30%)

you can do a big or a small charity, but smaller ones might not have enough info available on a smaller one  
That being said, it would be really helpful if the charity's website needs improvement

In this assessment, you will create a **7-10 minute proposal video**, presenting a web design solution to the given brief. You should display your concept through a series of designs ranging from low to high fidelity. At a minimum, the video should include:

- **Background Research** is the website for people who need the charity, or for people who support the charity?
  - o Research to identify key information about your charity
  - o **User profiles** (including needs and requirements) for the appropriate target audience
- **Ideation**
  - o Mood boards and visual exploration of potential styles for your website
  - o Sketches of *multiple* possible concepts, annotated with design rationales
- **Designs**
  - o Wireframes detailing the overall form and structure of your proposed website
  - o Mockups showing the visual and aesthetic design of your proposed website

Any references should be included at the end of the video, using the [APA referencing format](#).

**Submission:** This assessment will be submitted on Canvas by providing a video file.

#### Assessment Criteria

HD	D	CR	P	F
Evidence of Background and User Research				
Research is extremely well organised, with excellent identification of information architecture providing a clear design context. Multiple user profiles are rich and descriptive.	Research is neatly organised, with great identification of information architecture providing a clear design context. Multiple user profiles capture basic needs and requirements	Research is organised, with good identification of information architecture providing a clear design context. Single user profile is descriptive, capturing some needs and requirements.	Research is somewhat organised, providing minimal design context. Single user profile is surface level and does not capture needs and requirements.	Research is not clear, or non-existent. No user profiles.
Ideation and Concept Exploration				
Design Proposal shows deep exploration and iteration of multiple concepts, along with evidence of self-reflection and design decisions.	Design Proposal shows exploration and iteration of multiple concepts, with annotated design decisions.	Design Proposal shows some exploration and iteration of a single concept, with annotated design decisions.	Design Proposal shows minimal exploration of and iteration of a single concept.	Design Proposal shows no exploration or iteration.
Application of Design Principles and Patterns				
Designs show a deep understanding of design principles. Relevant and fitting design patterns are applied to the content.	Designs show a strong understanding of design principles. Appropriate design patterns are applied to the content.	Designs show a solid understanding of design principles. Some design patterns are applied to the content.	Design Proposal shows a basic understanding of design principles. Basic informational hierarchy is visible in the content.	Design Proposal shows no understanding of design principles and patterns.



#### 4: Tutorial Task 2 (10%)

In this assessment, you will attempt to solve 3 CSS challenges focused on animations and transitions. The challenges will evaluate your understanding of CSS selectors and rules.

A web-based template will be provided, which will include all the required HTML elements. You will populate the CSS file with styles to recreate the animations provided as embedded gifs.

**Submission:** This assessment will be submitted on Canvas by providing a replit.com link.

#### Assessment Criteria

HD	D	CR	P	F
Use of CSS to Solve Challenges				
Solved <b>3/3</b> challenges with professional quality code.	Solved <b>3/3</b> challenges with functional but messy code.	Solved <b>2/3</b> challenges.	Solved <b>1/3</b> challenges.	Did not solve any of the challenges.

#### 5: Web Prototype (30%)

In this assessment, you will develop a website prototype, implementing your design for the provided brief. The prototype site should be an iteration of website that you proposed in Assessment task 3: Web Proposal. The prototype should take the form of a published website front end, i.e. it should demonstrate the entire user interface of your website, but does not have to be technically fully functional (e.g. you are not expected to write data into a database).

**Project Scope:** The guidelines below detail the scope and necessary considerations for your website:

- **Content**
  - o Should contain relevant information about your charity/not-for-profit organisation
  - o Should provide contact details and social links for your organisation
  - o Should include images, videos, or any other embedded content relevant to your organisation
- **Meta-content**
  - o Should have a page title and favicon
  - o Should include appropriate HTML metatags
- **User Input**
  - o Should provide a clear call-to-action to get the user to support your cause
  - o Should include a form for users to submit their contact details and any other information
  - o Should include interactivity from user input, such as mouse hovering and element focussing
- **Design**
  - o Should be usable on both mobile and desktop devices
  - o Should have at least 2 pages, but can have up to 5 if it is appropriate for your design
  - o Should apply design principles and patterns for a consistent and enjoyable user experience

No template will be provided as you will create this entire website from scratch. Both your **HTML and CSS code** will be assessed for this task.

In addition, you will submit **development documentation**, highlighting the design patterns and principles in your design. This documentation will be submitted in the format of a README file in your code repository. You should include screenshots of your website prototype, annotated with further reflections on any design changes and iterations you have made based on self-reflection or feedback. Any references should be included at the end of this document, using the [APA referencing format](#).

**Submission:** This assessment will be submitted on Canvas by providing a replit.com link.



## Assessment Criteria

HD	D	CR	P	F
Use of Web Technologies to Implement Proposed Design				
<p>Web languages have been expertly applied to implement the design that was proposed.</p> <p>Outstanding and elegant codebase that fulfils the function of the prototype developed to a professional standard. Code is semantically and syntactically correct and comments are ample and descriptive.</p>	<p>Web languages have been well applied to implement the design that was proposed.</p> <p>Excellent quality code that fulfils the function of the prototype with good implementation. A good demonstration of semantical and syntactical correctness, with many code comments.</p>	<p>Web languages have been used appropriately to implement the design that was proposed.</p> <p>Good quality code that fulfils full function of the prototype with a basic understanding of semantical correctness. Mostly semantically and syntactically correct, with some helpful code comments.</p>	<p>Web languages have been somewhat used to implement the design that was proposed.</p> <p>Poor quality and difficult to read code that fulfils the basic function of the prototype. Some parts of the prototype may not work. Code has semantic or syntactic errors.</p>	<p>Web languages used inappropriately or not at all to implement the design that was proposed.</p> <p>Poor, unreadable or plagiarised code.</p>
Response to Design Brief – Quality of Content				
<p>Web Prototype expertly addresses the brief, providing a very informative and compelling website.</p> <p>Designs show a deep understanding of web design principles and patterns.</p>	<p>Web Prototype proficiently addresses The brief, providing an interesting and engaging website.</p> <p>Designs show a strong understanding of design principles and patterns.</p>	<p>Web Prototype mostly addresses the brief, providing an informative but mostly static website.</p> <p>Designs show a solid understanding of design principles and patterns.</p>	<p>Web prototype somewhat addresses the brief, providing basic information in a straightforward way.</p> <p>Design Proposal shows a basic understanding of design principles and patterns.</p>	<p>Web Prototype does not address the brief, providing an illegible or unrelated website.</p> <p>Design Proposal shows no understanding of design principles and patterns.</p>
Evidence and Justification of Design Process in Documentation				
<p>Design Documentation shows iteration based on user feedback, along with further self-reflection and evidence of refinement.</p>	<p>Design Documentation shows minor iteration based on user feedback, along with some self-reflection.</p>	<p>Design Documentation shows some iteration, along with some self-reflection.</p>	<p>Design Documentation shows some iteration or some self-reflection.</p>	<p>Design Documentation shows no iteration or self-reflection.</p>