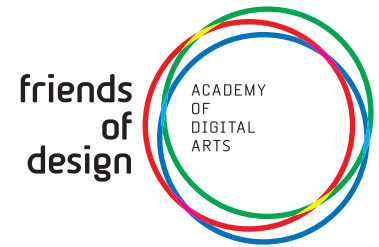


Higher Certificate in Web Publishing & Interactive Media

UI - User Interface Design



Module Code	Lecturer	Project Number	Duration of Module	Start Date	No. of weeks Assignment	Due Date
UI	Sabrina	1	3 weeks	02 May 2018	3 Days	07 May 2018

NQF level 5 - Formative Assessment

- **Weighting: 20% of the total mark**
- **Individual Assessment**
- **Module: Conceptualisation Techniques**
- **Moderator: Kerry Hugill**

Project / Assignment Name: Wireframes for Desktop and Mobile

Project Learning Objectives:

- To be able to use common UI components in a wireframe
- To be able to design for multiple screen sizes on different devices.
- Understand how wireframes assist in the design and layout process

Brief:

Wireframes are visual representations of an interface, used to communicate the following details to get everyone on the same page: Structure, Content, Informational hierarchy, Functionality and Behavior.

Create 6 low fidelity wireframes for desktop and mobile screens for one of the following websites:

- <http://liveinlevis.co.za/index.php>
- <http://www.suzannecollinsbooks.com/>
- <http://www.underconsideration.com/fpo/>

You have to design a Home, About and Contact page, the other 3 pages should relate to the chosen website, e.g. a product overview and product preview page for Levis. Draw your wireframes on the provided grid templates and add annotations for functionality and behaviour where needed.

Wireframe Requirements:

- You are required to create 6 mobile and 6 desktop wireframes.
- Frames should be neatly drawn on the provided paper template.
- Add annotations where needed.
- Only use appropriate UI Elements
- Wireframes must show understanding of layout and grid theory as well as design principles.





Deliverables:

6 desktop and 6 mobile wireframes on A3 grid template, correctly labelled with your name and brief code.

Digital

TO BE PLACED ON THE SERVER AND MOODLE.

- **2 PDF** copy/scans of your wireframes (one PDF each - mobile and desktop), clearly marked with the student's name and brief code (UI01).
eg: Jo Soap_desktop_UI01.pdf, Jo Soap_mobile_UI01.pdf

Level of Achievement	Excellent 100-80% Requirements are exceeded	Good 70-79% Requirements are well presented	Average 60-69% Requirements are presented	Poor 50-59% Requirements are presented	Fail 49%< Requirements are not presented
Layout & Grid 	<p>Excellent understanding of Layout Design Principles</p> <ul style="list-style-type: none"> The layout has a logical flow and leads the user A consistent grid has been used Elements are visually tied together Common Web components are used in layout (e.g. menus, buttons, sliders etc) Interface is simple with no unnecessary elements and uses a clear language Navigation is self evident and well positioned White Space has been used intelligently 	<p>Good understanding of Layout Design Principles</p> <ul style="list-style-type: none"> The layout flows and leads the user The UI has a balanced and well structured layout There are a few dead areas in the composition Elements are visually tied together Interface is simple Navigation is self evident Interface has a clear structure 	<p>Fair understanding of Layout Design Principles</p> <ul style="list-style-type: none"> The user struggles to follow the flow of the layout The layout lacks structure There are a dead areas in the design of the composition Design principles can be seen in the composition Elements are not visually tied together Interface is cluttered with some unnecessary elements Navigation has been moved to an uncommon position 	<p>Poor understanding of Layout Design Principles</p> <ul style="list-style-type: none"> Layout is unbalanced and has bad hierarchy Inconsistency as well as unproportional elements can be seen in Layout Interface is using mostly unnecessary elements and is lacking a clear language Navigation has been moved to an uncommon position No White Space 	<p>No understanding of Layout Design Principles</p> <ul style="list-style-type: none"> Layout is unfinished Only a couple of layouts have been handed in Interface is unstructured, the meaning of the UI elements is unclear  
Design Elements & Principles	<p>Excellent understanding of Design Principles</p> <ul style="list-style-type: none"> UI Elements are consistent throughout the overall design Excellent use of Proportion and Balance Excellent Typographic Hierarchy The Design has informational hierarchy and excellent functionality Interface has great clarity 	<p>Good understanding of Design Principles</p> <ul style="list-style-type: none"> Consistency has been created by mostly using common UI Elements Design shows understanding of Proportion and Balance The Design has informational hierarchy and appropriate functionality 	<p>Fair understanding of Design Principles</p> <ul style="list-style-type: none"> Design shows basic understanding of Balance but proportion is lacking Average Consistency not using common UI Elements Interface is not clear enough and has is unstructured The Design has basic hierarchy 	<p>Poor understanding of Design Principles</p> <ul style="list-style-type: none"> UI Elements are inconsistent Interface has no clarity The Design has no hierarchy, balance and poor proportion 	<p>No understanding of Design Principles</p> <ul style="list-style-type: none"> No Consistency in UI Elements Important Elements for functionality are missing No understanding of Design Elements & Principles 

49% or less	Fail
50-59%	Poor
60 - 69%	Average
70-79%	Good
80-100%	Excellent

Marking Criteria

- Design Elements & Principles (50%)
- Layout & Grid (50%)

