**TORRENS UNIVERSITY AUSTRALIA**

## ASSESSMENT BRIEF 02

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| **Subject Code and Title** | DID600A: Interface Development |
| **Assessment** | 02 |
| **Individual/Group** | Individual |
| **Length** | 3 x HTML pages and 3 x CSS styling sheets |
| **Learning Outcomes** | 1. Prepare robust solutions to user interface design problems using concept development and prototyping techniques.<br>2. Critically evaluate content and target audience requirements to inform and refine the design of interface features.<br>3. Critically apply common interface development testing and problem-solving techniques to identify and address functional issues.<br>4. Use judgement and initiative in the selection of compliant and standards-based mark-up languages and scripting to develop interfaces.<br>5. Develop animated design elements suitable for online interactive media. |
| **Submission** | End of Module 3.2 |
| **Weighting** | 30% |
| **Total Marks** | 100 marks |

**Context:**

This assessment continues to develop these skills upon the first assessment, by improving the content and user experience of the web pages. This assessment focuses on the implementation of image work and basic interaction design principles such as animated elements, areas and images.

Two extra HTML pages are required that build on the design structure created in Assessment 1. This enables students to understand how pages link and interact with each other, treating web design as a whole 'site' as opposed to just a single page.

Images are also a large focus in this assessment, as image work is increasingly becoming fundamental in web use. Some external scripts and components are also required to be embedded to increase the user experience of the website and images (e.g. Lightbox).

**Instructions:**

Students are required to create 2 x more HTML pages (in total 3 HTML pages including the first assessment) and continue to develop further their 3 x CSS pages to suit each new HTML page. The three pages should also be enhanced by including the following:

- All pages must be linked to each other

- The page must include an unordered list containing five links. The list must be styled to appear as a horizontal or vertical menu.

- The page must include (minimum) 6 or (maximum) 12 x thumbnail images included as content with the <IMG> tag and as page style elements via the style sheet.

- The thumbnail images must be compressed correctly to their smaller and final size

- The thumbnail images must link to the original and larger sized image using a *Lightbox* external script implemented into the web page

- The thumbnail images must include a single CSS rule for the desktop display CSS (not for mobile or tablet CSS) so that once the user hovers on top: their opacity increases (from 60% to 100%), a drop shadow increases or the scale of the thumbnail gets larger

- An email link in the footer directly opens an external email application

## Learning Rubrics

| Assessment Attributes | Fail (Unacceptable) | Pass (Functional) | Credit (Proficient) | Distinction (Advanced) | High Distinction (Exceptional) |
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| **Accurately write HTML5 and CSS3 code with advanced techniques implemented including well-described and concise commentary.**<br><br>**20%** | The code is not accurately implemented.<br><br>The code does not contain advanced technique.<br><br>None or little commentary was provided. | The code is used correctly and a good understanding has been shown of the majority of techniques required.<br><br>The code contains some advanced techniques.<br><br>Adequate commentary showcases a contextual understanding of each code concept. | The code is used correctly and a thorough understanding has been shown of the majority of techniques required.<br><br>The code contains a thorough amount of advanced techniques.<br><br>Thorough commentary showcases a contextual understanding of each code concept. | The code is used in a highly developed manner and a strong understanding has been shown of the majority of techniques required.<br><br>The code contains a large number of highly developed and advanced techniques.<br><br>Highly developed commentary showcases a contextual understanding of each code concept. | The code is used in a sophisticated manner and a strong understanding has been shown of the majority of techniques required.<br><br>The code contains sophisticated solutions, and a robust number of advanced techniques.<br><br>Sophisticated and thorough commentary showcases an exceptional contextual understanding of each code concept. |
| **The user experience created via the combination of the HTML5 code and graphic design ensure areas such as information navigation and accessibility are created in an engaging and exceptional manner.** | User experience is not considered, and either non-existent or poor in quality.<br><br>The information navigation and accessibility are not thoroughly addressed and do not enhance the experience of the website. | User experience is considered, and has adequately created engagement and enjoyment.<br><br>The information navigation and accessibility are addressed adequately and enhance the experience | User experience is considered, and is thorough in the methods employed to create engagement and enjoyment.<br><br>The information navigation and accessibility are addressed thoroughly and | User experience is highly developed, and is thorough in the methods employed to create engagement and enjoyment.<br><br>The information navigation and accessibility are | User experience is sophisticated and is extremely thorough in the methods employed to create engagement and enjoyment.<br><br>The information navigation and accessibility are developed in a |

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| **20%** | | of the website. | contribute to enhancing the experience of the website. | highly developed and enhance the experience of the website to a great extent.<br><br>Care and detail have been taken to make the experience seamless and smooth. | sophisticated manner and enhance the experience of the website.<br><br>Great care and detail have been taken to make the experience seamless and smooth. |
| **Use a high level of graphic design theory making sure areas such as colour scheme, typography, layout and composition are addressed in a sophisticated manner to create modern and compelling web design.**<br><br>**20%** | The visual design of the website does not implement theoretical concepts focusing on typography, colour scheme, layout and composition.<br><br>The resulting visual design of the website is not adequate, and poor in quality. | The visual design of the website implements in a satisfactory manner the theoretical concepts focusing on typography, colour scheme, layout and composition.<br><br>The resulting visual design of the website is satisfactory, but contains areas that are poor in quality. | The visual design of the website is thorough in the implementation of theoretical concepts focusing on typography, colour scheme, layout and composition.<br><br>The resulting visual design of the website is thoroughly addressed.<br><br>Only some areas of the visual design contain poor decisions made. | The visual design of the website is highly developed, and implement theoretical concepts focusing on typography, colour scheme, layout and composition.<br><br>The resulting visual design of the website is highly developed, and only a few sections are poor in quality. | The visual design of the website is sophisticated and the theoretical concepts focusing on typography, colour scheme, layout and composition are employed in a professional manner.<br><br>The resulting visual design of the website is sophisticated, and high in quality. |
| **Critically apply common interface development testing and problem-solving techniques to identify and address functional issues.** | Common interface development tests have not been undertaken.<br><br>The functional issues with the website have not been addressed. | Common interface development tests have been completed satisfactorily.<br><br>The functional issues with the website have been | Common interface development tests been completed to start producing a strong prototyping method of deployment. | Common interface development tests have been completed, which ensure a solid product is produced that is free or | Common interface development tests been completed in a sophisticated manner.<br><br>The functional issues with the website have |

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| **10%** | | addressed adequately. | The functional issues with the website have been addressed adequately. | minimises errors.<br><br>The functional issues with the website have been addressed in a highly developed manner.<br><br>The solutions implemented contain only a few errors. | been addressed with sophisticated results.<br><br>The solutions implemented are perfect, and are free of any error.<br><br>Technical prototyping skills are exceedingly high. |
| **Critically evaluate content and target audience requirements to inform and refine the design of interface features.**<br><br>**10%** | The content and target audience have not been analysed and identified.<br><br>The interface design has not been refined and informed by the target audience. | The content and target audience have been analysed and identified adequately.<br><br>The interface design is adjusted adequately to the style of the target audience. | The content and target audience have been successfully identified, and have been thoroughly analysed.<br><br>The interface design has been adjusted on many different levels to suit the target audience.<br><br>The match between interface design and target audience match somewhat. The relationship is partly stable. | The content and target audience are analysed and identified in a highly developed and methodical manner.<br><br>Strong critical analysis skills are evident in this analysis.<br><br>Great care has been shown in understanding the intricacies of the audience.<br><br>The relationships between the target audience and interface design match closely, and a resonant and | The content and target audience are analysed and identified in a sophisticated manner.<br><br>Sophisticated critical analysis has been undertaken and the skills in the analysis are highly developed.<br><br>Extreme care has been shown in understanding the intricacies of the audience.<br><br>The relationship between the target audience and interface design match exactly, and a resonant and harmonic relationship is provided. |

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| **Prepare robust solutions to user interface design problems using concept development and prototyping techniques.** **10%** | Shows limited or poor concept development and prototyping techniques. Little or no solutions are provided to interface design task. | Shows evidence of adequate concept development and prototyping techniques, by solving the task at hand. Solutions are provided on the interface design, which adequately performs the task given. There are many mistakes throughout the solutions provided. The interface design needs to be improved greatly. | Thorough concept development shows innovative thinking. The prototyping solutions provided show a thorough understanding of a skillset, and are beginning to show signs of solid understanding. There are some mistakes throughout the solutions provided. The interface design needs to be improved in some areas greatly. | Highly developed understanding of concept development showcases innovative thinking, and provides concise and well-rounded solutions to the task. The prototyping solutions are highly developed, and implement almost all skills taught and discussed concerning web prototype designs. There are few mistakes throughout the solutions provided. The interface design needs to be improved in only a few areas. | A sophisticated understanding of concept development is showcased, with innovative thinking and precise solutions provided. The prototyping solutions are sophisticated in their ability to deliver the product required, and all skills discussed and taught are implemented. There are no mistakes throughout the solutions provided. The interface design does not need to be improved. Overall, it showcases professionalism and a high degree of understanding about interface design and concept development. |

| Use judgement and initiative in the selection of compliant and standards-based mark-up languages and scripting to develop interfaces.<br><br>10% | Little or no compliance to W3 web standards for the HTML5 and CSS3 code provided. | Adequate compliance to W3 web standards for the HTML5 and CSS3 code provided.<br><br>However lots of errors are included within the code. | Thorough compliance to W3 web standards for the HTML5 and CSS3 code provided.<br><br>Some errors are included within the code. | Highly developed compliance to W3 web standards for the HTML5 and CSS3 code provided.<br><br>Few errors are included within the code. | Sophisticated compliance to W3 web standards for the HTML5 and CSS3 code provided.<br><br>No errors are included within the code. |
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