TORRENS UNIVERSITY AUSTRALIA

ASSESSMENT BRIEF 01	
Subject Code and Title	DID600A: Interface Development
Assessment	01
Individual/Group	Individual
Length	1 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. 2. Critically evaluate content and target audience requirements to inform and refine the design of interface features. 3. Critically apply common interface development testing and problem-solving techniques to identify and address functional issues. 4. Use judgement and initiative in the selection of compliant and standards-based mark-up languages and scripting to develop interfaces.
Submission	End of Module 2.2
Weighting	20%
Total Marks	100 marks

Context:

In Digital Media Design it is crucial to be able to create content for the most ubiquitous information and communication system available: the web. This assessment asks of students to show the basics of the fundamental two languages used to create content for the web: HTML and CSS. The implementation of this knowledge in a practical way serves as the fundamentals in which students will be able to develop further in increasingly complex ways.

Instructions:

For this assessment, students are required to develop three versions of a HTML page for a charitable organisation. The page will include hyperlinks, text and images that demonstrate your ability to create fundamental HTML structures. Each version is to be optimised for display on a specific platform – One for mobile, one for tablet and one for desktop display. The CSS style sheet should automatically detect the browser size or device and adjust the HTML page to suit.

In this assessment the students are required to submit one HTML page shell that is linked to 3 x different CSS style sheets. Each of the 3 x CSS sheets will change the HTML page to match a different sized device or browser as follows:

(1) Desktop display: Computer monitor (1920 x 1080px)

(2) Tablet: Apple iPad 2 (1024 x 768px)

(3) Mobile: Apple iPhone 6 (1334 x 750px)

Submission requirements regarding the 1 x web page and 3 x CSS sheets:

- This page will be regarded as the "Home" page using the logo of the charitable organisation.

- A basic HTML structure including HEAD and BODY elements with clear and concise comments describing the function of each tag set.

- Each page contains a link to an individual CSS page with clearly understandable style definitions and comments.

- Multiple DIV boxes to frame and contain the different areas of the webpage including at least: header area, menu area, main website content area and footer.

- All the allocated styles of DIV boxes should change properties and potentially their order, depending on the style of your design.

- Main DIV box container that holds all other DIV boxes styled with a background colour, and that this colour is continued seamlessly on the background-colour of the page.

- A title and three paragraphs of HTML text formatted using Header and Paragraph tags.

- Use the same text for each view. The text must be styled with font and colour styles.

Learning Rubrics

Assessment Attributes	Fail (Unacceptable)	Pass (Functional)	Credit (Proficient)	Distinction (Advanced)	High Distinction (Exceptional)
Accurately write HTML5 and CSS3 code with advanced techniques implemented including well-described and concise commentary. **20%**	The code is not accurately implemented. The code does not contain advanced technique. None or little commentary was provided.	The code is used correctly and a good understanding has been shown of the majority of techniques required. The code contains some advanced techniques. 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. The code contains a thorough amount of advanced techniques. 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. The code contains a large number of highly developed and advanced techniques. 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. The code contains sophisticated solutions, and a robust number of advanced techniques. Sophisticated and thorough commentary showcases an exceptional contextual understanding of each code concept.
Critically apply common interface development testing and problem-solving techniques to identify and address functional issues. **20%**	Common interface development tests have not been undertaken. The functional issues with the website have not been addressed.	Common interface development tests have been completed satisfactorily. The functional issues with the website have been addressed adequately.	Common interface development tests been completed to start producing a strong prototyping method of deployment. The functional issues with the website have been addressed adequately.	Common interface development tests have been completed, which ensure a solid product is produced that is free or minimises errors. The functional issues with the website	Common interface development tests been completed in a sophisticated manner. The functional issues with the website have been addressed with sophisticated results. The solutions

| | | | | have been addressed in a highly developed manner.

The solutions implemented contain only a few errors. | implemented are perfect, and are free of any error.

Technical prototyping skills are exceedingly high. |
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| *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.*

20% | The visual design of the website does not implement theoretical concepts focusing on typography, colour scheme, layout and composition.

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.

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.

The resulting visual design of the website is thoroughly addressed.

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.

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.

The resulting visual design of the website is sophisticated, and high in quality. |
| *Critically evaluate content and target audience requirements to inform and refine the design of interface features.*

10% | The content and target audience have not been analysed and identified.

The interface design has not been refined and informed by the target audience. | The content and target audience have been analysed and identified adequately.

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.

The interface design has been adjusted on many different levels to suit the target audience. | The content and target audience are analysed and identified in a highly developed and methodical manner.

Strong critical analysis skills are evident in this analysis. | The content and target audience are analysed and identified in a sophisticated manner.

Sophisticated critical analysis has been undertaken and the skills in the analysis are highly developed. |

			The match between interface design and target audience match somewhat. The relationship is partly stable.	Great care has been shown in understanding the intricacies of the audience. The relationships between the target audience and interface design match closely, and a resonant and harmonic relationship is beginning to emerge.	Extreme care has been shown in understanding the intricacies of the audience. The relationship between the target audience and interface design match exactly, and a resonant and harmonic relationship is provided.
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.	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

				There are few mistakes throughout the solutions provided. The interface design needs to be improved in only a few areas.	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.
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. **10%**	User experience is not considered, and either non-existent or poor in quality. 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. The information navigation and accessibility are addressed adequately and enhance the experience of the website.	User experience is considered, and is thorough in the methods employed to create engagement and enjoyment. The information navigation and accessibility are addressed thoroughly and contribute to enhancing the experience of the website.	User experience is highly developed, and is thorough in the methods employed to create engagement and enjoyment. The information navigation and accessibility are highly developed and enhance the experience of the website to a great extent. Care and detail have been taken to make the experience seamless and smooth.	User experience is sophisticated and is extremely thorough in the methods employed to create engagement and enjoyment. The information navigation and accessibility are developed in a sophisticated manner and enhance the experience of the website. Great care and detail have been taken to make the experience seamless and smooth.

Use judgement and initiative in the selection of compliant and standards-based mark-up languages and scripting to develop interfaces. **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. However lots of errors are included within the code.	Thorough compliance to W3 web standards for the HTML5 and CSS3 code provided. Some errors are included within the code.	Highly developed compliance to W3 web standards for the HTML5 and CSS3 code provided. Few errors are included within the code.	Sophisticated compliance to W3 web standards for the HTML5 and CSS3 code provided. No errors are included within the code.