

ASSESSMENT BRIEF 02	
Subject Code and Title	DID600A: Interface Development
Assessment	03
Individual/Group	Individual
Length	3 x PSD designs in a PDF and 1 x HTML page, 3 CSS styling sheets
Learning Outcomes	<ol style="list-style-type: none"> 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. 5. Develop animated design elements suitable for online interactive media.
Submission	End of Module 5.2
Weighting	20%
Total Marks	100 marks

Context:

This assessment requires you to design, create and code a website for a 'real-world' client. The focus on this assessment is the concise packaging of your previous skills into the needs of a specific event for a non-profit company.

The single page web design is becoming an increasingly used method that package all information in a single page to increase the user experience, and reduce the potential loss of customer interaction from "hidden" or "inaccessible" information, that may not be found within some complex web site structures.

The use of a real-world client and a real-world event will prepare you for future work in the industry, as this is a standard requirement in the field of digital media / web design / UX.

The final mock-up design and the HTML structure and responsiveness of the site is the focal point of this assessment.

Instructions:

For this assessment, you are required to develop a HTML page designed as a single page promotion for a non-profit organisation's upcoming event. A few examples of the type of event could include:

- *"Pink Ribbon Walk for Cancer"*
- *"Mental Health Day"*
- *"RSPCA puppies and cookies"* etc.

Discuss with your lecturer about your chosen non-profit event. Students must ensure they design the colour palette, typography and grid to match the non-profits style guide and style towards their target audience and demographic requirements.

There are two parts to this assessment. The first is to design and create a proposal for the final layout of the webpage. This will include three PSD files showing mock-ups of your final web page in the three different formats for different browsers and devices.

The second component is to create the HTML page which must include hyperlinks, text and images in a sophisticated, stylised based on current design format. 3 x CSS page to include media queries that respond to the type of user agent rendering the page content including:

- (1) Desktop display: Computer monitor (1920 x 1080px)
- (2) Tablet: Apple iPad 2 (1024 x 768px)
- (3) Mobile: Apple iPhone 6 (1334 x 750px)

This assessment only requires the layout and template of your PSD designs to be created with the CSS adjusting per browser/device.

Each page must contain:

- A DIV box hierarchy for display of title, content and footer information.
- The page must be responsive in changing shape and layout format when each of the 3 x different CSS sheets is activated due to the size of the browser viewing.
- The hierarchy must be styled using a variety of techniques to ensure high quality presentation and a colour palette / typographic style that is complimentary and aesthetically engaging. Poor choice of colours and layout will incur penalties.
- Overall page style must be included. Background images using tiling or a flat colour must be employed to create an engaging background.
- Include five paragraphs of text in the content section. These may be organised in a list. Attention to grid and layout is critical.

Learning Rubrics

Assessment Attributes	Fail (Unacceptable)	Pass (Functional)	Credit (Proficient)	Distinction (Advanced)	High Distinction (Exceptional)
<p>Critically evaluate content and target audience requirements to inform and refine the design of interface features.</p> <p>20%</p>	<p>The content and target audience have not been analysed and identified.</p> <p>The interface design has not been refined and informed by the target audience.</p>	<p>The content and target audience have been analysed and identified adequately.</p> <p>The interface design is adjusted adequately to the style of the target audience.</p>	<p>The content and target audience have been successfully identified, and have been thoroughly analysed.</p> <p>The interface design has been adjusted on many different levels to suit the target audience.</p> <p>The match between interface design and target audience match somewhat. The relationship is partly stable.</p>	<p>The content and target audience are analysed and identified in a highly developed and methodical manner.</p> <p>Strong critical analysis skills are evident in this analysis.</p> <p>Great care has been shown in understanding the intricacies of the audience.</p> <p>The relationships between the target audience and interface design match closely, and a resonant and harmonic relationship is beginning to emerge.</p>	<p>The content and target audience are analysed and identified in a sophisticated manner.</p> <p>Sophisticated critical analysis has been undertaken and the skills in the analysis are highly developed.</p> <p>Extreme care has been shown in understanding the intricacies of the audience.</p> <p>The relationship between the target audience and interface design match exactly, and a resonant and harmonic relationship is provided.</p>
<p>Prepare robust solutions to user interface design problems using concept</p>	<p>Shows limited or poor concept development and prototyping techniques.</p> <p>Little or no solutions are provided to</p>	<p>Shows evidence of adequate concept development and prototyping techniques,</p>	<p>Thorough concept development shows innovative thinking.</p>	<p>Highly developed understanding of concept development</p>	<p>A sophisticated understanding of concept development is showcased, with</p>

<p>development and prototyping techniques.</p> <p>20%</p>	<p>interface design task.</p>	<p>by solving the task at hand.</p> <p>Solutions are provided on the interface design, which adequately performs the task given.</p> <p>There are many mistakes throughout the solutions provided.</p> <p>The interface design needs to be improved greatly.</p>	<p>The prototyping solutions provided show a thorough understanding of a skillset, and are beginning to show signs of solid understanding.</p> <p>There are some mistakes throughout the solutions provided.</p> <p>The interface design needs to be improved in some areas greatly.</p>	<p>showcases innovative thinking, and provides concise and well-rounded solutions to the task.</p> <p>The prototyping solutions are highly developed, and implement almost all skills taught and discussed concerning web prototype designs.</p> <p>There are few mistakes throughout the solutions provided.</p> <p>The interface design needs to be improved in only a few areas.</p>	<p>innovative thinking and precise solutions provided.</p> <p>The prototyping solutions are sophisticated in their ability to deliver the product required, and all skills discussed and taught are implemented.</p> <p>There are no mistakes throughout the solutions provided.</p> <p>The interface design does not need to be improved.</p> <p>Overall, it showcases professionalism and a high degree of understanding about interface design and concept development.</p>
<p>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</p>	<p>The visual design of the website does not implement theoretical concepts focusing on typography, colour scheme, layout and composition.</p> <p>The resulting visual design of the website is not adequate, and poor in quality.</p>	<p>The visual design of the website implements in a satisfactory manner the theoretical concepts focusing on typography, colour scheme, layout and composition.</p>	<p>The visual design of the website is thorough in the implementation of theoretical concepts focusing on typography, colour scheme, layout and composition.</p>	<p>The visual design of the website is highly developed, and implement theoretical concepts focusing on typography, colour scheme, layout and</p>	<p>The visual design of the website is sophisticated and the theoretical concepts focusing on typography, colour scheme, layout and composition are employed in a</p>

to create modern and compelling web design. 20%		<p>The resulting visual design of the website is satisfactory, but contains areas that are poor in quality.</p>	<p>The resulting visual design of the website is thoroughly addressed.</p> <p>Only some areas of the visual design contain poor decisions made.</p>	<p>composition.</p> <p>The resulting visual design of the website is highly developed, and only a few sections are poor in quality.</p>	<p>professional manner.</p> <p>The resulting visual design of the website is sophisticated, and high in quality.</p>
Accurately write HTML5 and CSS3 code with advanced techniques implemented including well-described and concise commentary. 10%	<p>The code is not accurately implemented.</p> <p>The code does not contain advanced technique.</p> <p>None or little commentary was provided.</p>	<p>The code is used correctly and a good understanding has been shown of the majority of techniques required.</p> <p>The code contains some advanced techniques.</p> <p>Adequate commentary showcases a contextual understanding of each code concept.</p>	<p>The code is used correctly and a thorough understanding has been shown of the majority of techniques required.</p> <p>The code contains a thorough amount of advanced techniques.</p> <p>Thorough commentary showcases a contextual understanding of each code concept.</p>	<p>The code is used in a highly developed manner and a strong understanding has been shown of the majority of techniques required.</p> <p>The code contains a large number of highly developed and advanced techniques.</p> <p>Highly developed commentary showcases a contextual understanding of each code concept.</p>	<p>The code is used in a sophisticated manner and a strong understanding has been shown of the majority of techniques required.</p> <p>The code contains sophisticated solutions, and a robust number of advanced techniques.</p> <p>Sophisticated and thorough commentary showcases an exceptional contextual understanding of each code concept.</p>
Critically apply common interface development testing and problem-solving techniques to identify and address functional issues.	<p>Common interface development tests have not been undertaken.</p> <p>The functional issues with the website have not been addressed.</p>	<p>Common interface development tests have been completed satisfactorily.</p> <p>The functional issues with</p>	<p>Common interface development tests have been completed to start producing a strong prototyping method of deployment.</p>	<p>Common interface development tests have been completed, which ensure a solid product is produced</p>	<p>Common interface development tests have been completed in a sophisticated manner.</p> <p>The functional issues</p>

10%		the website have been addressed adequately.	The functional issues with the website have been addressed adequately.	that is free or minimises errors. The functional issues with the website have been addressed in a highly developed manner. The solutions implemented contain only a few errors.	with the website have been addressed with sophisticated results. The solutions implemented are perfect, and are free of any error. Technical prototyping skills are exceedingly high.
<p>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.</p> <p>10%</p>	<p>User experience is not considered, and either non-existent or poor in quality.</p> <p>The information navigation and accessibility are not thoroughly addressed and do not enhance the experience of the website.</p>	<p>User experience is considered, and has adequately created engagement and enjoyment.</p> <p>The information navigation and accessibility are addressed adequately and enhance the experience of the website.</p>	<p>User experience is considered, and is thorough in the methods employed to create engagement and enjoyment.</p> <p>The information navigation and accessibility are addressed thoroughly and contribute to enhancing the experience of the website.</p>	<p>User experience is highly developed, and is thorough in the methods employed to create engagement and enjoyment.</p> <p>The information navigation and accessibility are highly developed and enhance the experience of the website to a great extent.</p> <p>Care and detail have been taken to make the experience seamless and smooth.</p>	<p>User experience is sophisticated and is extremely thorough in the methods employed to create engagement and enjoyment.</p> <p>The information navigation and accessibility are developed in a sophisticated manner and enhance the experience of the website.</p> <p>Great care and detail have been taken to make the experience seamless and smooth.</p>

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