

ASSESSMENT BRIEF 02	
Subject Code and Title	DID600A: Interface Development
Assessment	04
Individual/Group	Individual
Length	One 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 6.2
Weighting	30%
Total Marks	100 marks

Context:

This assessment requires you to complete all elements required to submit a fully finished website to a client and conform to the industry standards. This is essential practice in finalising the hard-coding skills you have learnt in creating websites, and will prepare you for the industry.

Publishing the site requires a number of extra steps to ensure the site can be viewed online and is available to be found via search engines. The steps taken and knowledge of how to publish, but not the final publishing, are required for this assessment. All images will be required to be compressed, animated and prepared for Search Engine Optimisation (SEO), for the sites submission to Google, Bing, Yahoo etc.

External scripts, and embedded components from other sites are required to increase the user experience of the site. These include elements such as: Google maps, Vimeo videos, Lightbox picture viewers, Google tracking codes, Font-Face fonts etc. This will ensure you have a strong understanding of how to use other elements than just CSS for your sites professionalism.

Instructions:

Students are required to enhance the HTML page and CSS sheets completed in Assessment 3 by including the following:

Navigation and layout

- The page title area must include a sophisticated title bar graphic (produced using an external application like Photoshop or Illustrator)
- A navigation menu bar created from an unordered list that includes animated transitions on hover (for desktop display CSS) and on tap (for mobile and tablet CSS).
- Menu bar buttons link to the different areas on the single page.
- The page must be responsive to a user's browser / device and the correct style sheet must reformat the page to the size it detects. These three CSS sheets are for
 - (1) Desktop display: Computer monitor (1920 x 1080px)
 - (2) Tablet: Apple iPad 2 (1024 x 768px)
 - (3) Mobile: Apple iPhone 6 (1334 x 750px)

Fonts and text

- Text must include at least 3 current fonts, using the @Font-Face rule and Google API Fonts.
- The footer must include copyright text and related footer elements.
- HTML link that activates the default mail client on the computer for sending an e-mail.

Images

- The page must include (minimum) 6 or (maximum) 12 x thumbnail images included as content with the tag.
- Thumbnails must be compressed correctly, and saved at their full image size.
- The page must include a *Lightbox* component that shows the full browser size image when a thumbnail is selected. All images must be titled appropriately and part of a group within *Lightbox*.
- Thumbnail images must include animated transitions on hover (for desktop display CSS) and on tap (for mobile and tablet CSS) either being: scaling, opacity or drop shadows.

External embeds

- External applications must be embedded in the page including:
 - A YouTube / Vimeo video player
 - A google map of the location of the event
- A tracking code for Google Analytics must also be included in the page

- The web page must be validated using W3C.A sitemap (XHTML) must be generated for the single page.

Learning Rubrics

Assessment Attributes	Fail (Unacceptable)	Pass (Functional)	Credit (Proficient)	Distinction (Advanced)	High Distinction (Exceptional)
<p>Accurately write HTML5 and CSS3 code with advanced techniques implemented including well-described and concise commentary.</p> <p>20%</p>	<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>
<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 to create modern and compelling web design.</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 resulting visual design of the website is satisfactory, but contains</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 resulting visual design of the website is thoroughly addressed.</p>	<p>The visual design of the website is highly developed, and implement theoretical concepts focusing on typography, colour scheme, layout and composition.</p> <p>The resulting visual</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 professional manner.</p> <p>The resulting visual</p>

20%		areas that are poor in quality.	Only some areas of the visual design contain poor decisions made.	design of the website is highly developed, and only a few sections are poor in quality.	design of the website is sophisticated, and high in quality.
<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>20%</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>Critically evaluate content and target audience requirements to inform and refine the design of interface features.</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</p>	<p>The content and target audience have been successfully identified, and have been thoroughly analysed.</p> <p>The interface design has</p>	<p>The content and target audience are analysed and identified in a highly developed and methodical manner.</p>	<p>The content and target audience are analysed and identified in a sophisticated manner.</p> <p>Sophisticated critical analysis has been</p>

10%		the style of the target audience.	<p>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>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>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 development and prototyping techniques.</p> <p>10%</p>	<p>Shows limited or poor concept development and prototyping techniques.</p> <p>Little or no solutions are provided to interface design task.</p>	<p>Shows evidence of adequate concept development and prototyping techniques, 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>Thorough concept development shows innovative thinking.</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>Highly developed understanding of concept development 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</p>	<p>A sophisticated understanding of concept development is showcased, with 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</p>

		The interface design needs to be improved greatly.	The interface design needs to be improved in some areas greatly.	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.	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.
Critically apply common interface development testing and problem-solving techniques to identify and address functional issues. 10%	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 have 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 have been addressed in a highly developed manner. The solutions implemented contain only a few errors.	Common interface development tests have been completed in a sophisticated manner. The functional issues 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>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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