Vocational Training Development Institute

ICT Department

CS112 Introduction to Graphical Design

Module No.3

Assignment #3

Due	See LMS	***Lecturer***	Chevonnese Chevers Whyte Adrian Whyte Egerton Forbes
Total Duration	4 weeks	***Weighting***	100% of Module #3
Total Marks	100		

Create artwork for a five page website (e.g. home page, about us, products, services, contact us, etc.) using Adobe Photoshop. The website design may be new or a redesign of an existing site. The design must demonstrate an understanding of usability rules as they relate to navigation, consistency and readability. Group work (groups of 4-5 students).

Competencies being tested:
1. Planning a composition
2. Creating an original composition
3. Using Photoshop techniques acquired
4. Using a composition within another composition
5. Applying web design theories
6. Developing a GIF animation
7. Presentation skills
8. Presenting a live website
9. Sharing large files

Guidelines:
1. The design must reflect a particular theme which should be consistent throughout the site.
2. The design should not utilize more than three colours (with the exception of pictures).
3. The design must target a minimum screen resolution display of 800pxx600px.

4. The text for the body of the pages may be "dummy" text (see www.lipsum.com, a site for generating Latin text for layout mock-ups). The headings and sub-headings must be real in order to demonstrate content structure and organization.
5. An animated gif banner or ad must be designed for at least one page of the site. For the PSD file, the banner should be laid out as a static graphic in order to demonstrate positioning.
6. The animated gif file should be created in a separate PSD document and submitted along with the five pages.
7. If you have designed a new website, a document on the background of the company must be provided.
8. The slice and slice select tools must be used to develop your website.
9. Where applicable, let pages link to one another.

Softcopy submission must include:

1. A zipped folder containing ALL files related to Assignment #3. The folder must be labeled as follows: CS112 Assignment #3 GN, where GN is the name of the group. This folder must have:
   a. A folder with "raw" images used in the design (i.e: pictures, icons etc. before being manipulated in Photoshop).
   b. A folder with one unflattened PSD file containing the design for each page. Each page should be placed in a group within the PSD file. Page elements that are consistent for all pages can be placed outside of the five groups.
   c. A folder with the HTML documents for each page and the accompanying image folder. There are to be no spaces in the filenames and the first page that the viewer is to see should be labeled index.html.
   d. A folder with the animated gif banner and corresponding PSD file.
   e. A folder with the word document that provides:
      i. A short description of your team
      ii. The background on the company (if new website design option was selected); or the URL and screenshots of the existing website (if website redesign option was selected).
2. The HTML documents along with your images folder must be copied and placed in your group hosting account. The link to your index.html file should be placed in the website report. Entire website must be uploaded **3 days** before the presentation.

NB: Softcopy submission 1 should be done using the LMS and softcopy submission 2 should be done using a secure hosting service.

Hardcopy submission must include:

1. A cover sheet with: course code and course name, lecturer's name, group name, individual group ID numbers, date of submission, and the name of the company that the website was done for

2. Screenshots of each page of the website
3. A short description of your team (1 page)
4. A short description of the company you are developing the website (your team's client)
5. Link to your index.html file (to view website)

Presentation:

- Scenario: your team is a company pitching to another company to accept the website that was created (you are allowed **5 minutes** for your pitch)
- Your presentation should be made from your public domain for your website
- Hardcopy must be submitted **BEFORE** your presentation
- Uploading of ALL HTML files to display your website should be done before your presentation

Recommendations:

- Elect a team leader
- The team leader should create the project in Trello and assign tasks to ALL group members (invite the lecturer to the project). Name the board **CS112 Final Project CN**, where CN is the name of your client.
- The team leader should create a dropbox or Google Drive folder where ALL group members will place their project files
- The team leader should create a Google Document and give ALL group members access to it (invite the lecturer to the document). Name the document **CS112 Final Project CN**, where CN is the name of your client.
- Project Timeline:

Delivery Date (i.e. the date the item should be completed)	Item
Week #1	Website Mockup
Week #2	Website Design
Week #3	Slicing and Edit Code
6 days before the presentation	Report & Demo Site
3 days before the presentation	PowerPoint or other presentation file & Post Link to index.html in CS112 Assignment #3 index.html links discussion
rest of the days	Practice Presentation

NB: See course outline for Project Consultation date. Groups are required to be prepared with their designs (or design concepts) for discussion. All members of the group should have a hardcopy AND softcopy of this assignment. The softcopy submission for each group member should be laid out as described above. Print versions are to be submitted to the lecturer before the presentation. Late Submission (softcopies): 1% on the first day; 0.5% for each day after that. EACH GROUP MEMBER SHOULD UPLOAD THE SAME COPY OF THE ASSIGNMENT TO THE LMS. But only ONE hard copy submission is needed. The order of presentations will be random. When a team is called at least one team member should be available and ready to present. If no one is available to present when the team is called, the team will fail. ALL team members must be present at the beginning of the class.

MARKING SCHEME

See Grade Sheet link provided for the results of this assessment

ITEM						GRADE	AWARDED
1	The colours and imagery used are appropriate for the client's website					10	
2	The theme of the website is appropriate for the client					5	
3	The layout and content structure is appropriate					10	
4	HTML files were correctly uploaded to the hosting service					5	
5	The website is creative and original					10	
6	Gif animation is incorporated properly in the website					5	
7	Team Member Assessment					10	
8	Link to index.html was provided in the report					5	
9	One file in the website was named index.html and it displayed the first page for the website					5	
10	Team Profile and Client Background was provided in the report					5	
11	Zipped soft copy file was named as instructed					5	
12	Website files were named appropriately					5	
13	Soft copy was submitted as directed					5	
14	Hard copy was submitted as directed					5	
			Presentation			2	
	Criteria	**Novice**	**Developing**	**Proficient**	**Exemplary**		
	Body Language	No movement or descriptive gestures [0.5]	Very little movement or descriptive gestures [1]	Made movements or gestures that enhanced articulation [1.5]	Movements seemed fluid and helped the audience visualize [2]		
	Eye Contact	No eye contact with audience.	Displayed minimal eye	Consistent use of direct	Holds attention of	2	

		[0.5]	contact with audience. [1]	eye contact with audience. [1.5]	entire audience with the use of direct eye contact. [2]		
	Introductio n and Closure	Student does not display clear introductory or closing remarks. [0.25]	Student clearly uses either an introductory or closing remark, but not both. [0.5]	Student displays clear introductory or closing remarks. [0.75]	Student delivers open and closing remarks that capture the attention of the audience and set the mood. [1]	1	
	Pacing	Delivery is either too quick or too slow to meet apportioned time interval. [0.5]	Delivery is in bursts and does not meet apportioned time interval. [1]	Delivery is patterned, but does not meet apportioned time interval. [1.5]	Good use of drama and student meets apportioned time interval. [2]	2	
	Poise	Tension and nervousness is obvious; has trouble recovering from mistakes. [0.25]	Displays mild tension; has trouble recovering from mistakes. [0.5]	Makes minor mistakes, but quickly recovers from them; displays little or no tension. [0.75]	Student displays relaxed, self-confident nature about self, with no mistakes. [1]	1	
	Voice	Consistently uses a monotone voice. [0.5]	Displays some level of inflection throughout delivery. [1]	Satisfactory use of inflection, but does not consistently use fluid speech. [1.5]	Use of fluid speech and inflection maintains the interest of the audience. [2]	2	

		Total	100	
	Comments •			

END OF ASSESSMENT