

## WEB STANDARDS PROJECT—ONLINE



### CONTACT INFORMATION

**Catalog Course Code:** WDD 354

**Three-Letter Course Abbreviation:** WSP-O

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### COURSE DESCRIPTION

The Web Standards Project Course examines the process of implementing applications to create a functional, standards-based project for the Internet. Students build upon concepts introduced in the Web Design Fundamentals, Designing for Web Standards, and Principles of Production Process courses related to the production process and standards-based web deployment. Students learn how to utilize Web Standards-based design, including CSS and XHTML, combined with a professional web development workflow model to create an efficient and effective web project. This course explores developing a Web Standards-based project while following a proven production process to ensure successful delivery.

### COURSE MATERIALS

- *lynda.com* membership
- Laptop loaded with current software bundle
- *Designing with Web Standards* (3<sup>rd</sup> edition), Jeffrey Zeldman, New Riders
- Previous curriculum course books (from prior classes)

### COURSE OBJECTIVES

Students will accomplish these course objectives by completing the milestones specified:

- Utilize the production process to complete a website project
  - Examine the Project Requirements document, Deliverable Requirements documents, and production timeline to determine the project's scope
  - Analyze requirements, client/industry research, targeted users, and site content to identify the most effective decisions for layout
  - Based on analysis, identify an appropriate brand/theme for the site and create design deliverables
  - Optimize and code a template set
  - Test and then deploy the final site
- Perform valid research
  - Given the Project Requirements document, compare/contrast the project site's goals and intent with current related industry competition

- Identify targeted user group(s) and determine how they will impact site goals, layout, and design of the site
- Test site templates, analyze results, and implement findings prior to site deployment
- Apply knowledge of interface layout and usability
  - Identify primary site goals and choose the most effective place for these content pieces within the site's interface by employing usability principles learned in WIU
- Apply usability principles against site intent and targeted users to further identify the most effective layout decisions
- Test site templates, both internal and external, to identify any user-experience flaws
- Design a dynamic interface
  - Determine an appropriate site theme from client research and defined site intent
  - Create interface aesthetics that leverage traditional design theories and support the targeted user group(s) and defined site intent
  - Create interface assets that are flexible and will therefore support dynamic content as well as the potential for changing the context in which a user will be interacting with the site



- Review and implement semantics, accessibility, and search engine optimization strategies
  - Construct a solid site structure using appropriate HTML tags to provide the best semantic meaning to the content within the tags
  - Develop an HTML site structure that is both semantic and separate from the presentation layer of the website to support accessibility requirements
  - Leverage the site's clear and semantic tag structure that is placed around well-researched industry keywords to support organic search engine optimization methods
- Implement HTML
  - Plan out the HTML structure of the website to ensure all content components will be marked up in the most effective manner
  - Apply knowledge of semantic tag use and accessibility while marking up website content
  - Examine and correct any validation errors or warnings presented by the *W3C Markup Validator*
- Utilize CSS
  - Use an external CSS style sheet document to affect the presentation of HTML/website content
  - Perform cross-browser/device tests to make certain that the user experience is the same regardless of a user's viewing context
  - Examine and correct any validation errors or warnings presented by the *W3C Markup Validator*

## COURSE OUTCOMES

By the end of this course, students will be able to:

- Use the production process to create a website
- Lay out an interface
- Understand dynamic interface design
- Be proficient in semantics and accessibility implementation
- Implement HTML and CSS

## GENERAL EDUCATION COMPONENT

General Education courses support WSP's core learning outcomes in several significant ways. Effective communication as well as the ability to relate to and understand the needs of a site's targeted users is paramount to the success of a web project's solution. In addition, the context and therefore scale and dimension in which a user may view the site can change drastically from one browsing device to the next. A firm grasp of basic math will help students easily convert media/assets to support most if not all use cases. And finally, competency in computer and Internet skills is essential to the WSP course and web industry to aid in continuous learning, practice, and work.

## DEGREE CONNECTION

The WSP course expands on requisite knowledge gained in previous courses and provides students with an opportunity to directly apply theories of project production, interface layout and usability, dynamic interface design strategies, web standards, and HTML/CSS best practices. The remainder of the degree will call upon these skills in both project and development courses. Additionally, these foundational skills will resurface throughout a web designer/developer's career.

## INDUSTRY CONNECTION

Web standards encapsulate the core disciplines of successful websites today, and each has been incorporated into the WSP course. The ability to speak intelligently about all facets of web standards—the production process, the science behind user-centered design, best coding practices, etc.—is not only empowering but creates a broad foundation upon which a long web industry career may be built. Even those choosing a career of strictly development will find this knowledge base invaluable while interacting with peers and clients in the future.

## RESEARCH COMPONENT

The web business is probably the most volatile and evolving industry at hand. This is why paying continued attention to web education in addition to learning and refining web-technology skills is of utmost importance. Knowing the latest web technologies and the best ways to implement them is certainly worth the time taken to stay current. Industry forums and user groups are excellent resources for learning about the latest web technology implementations. The education portion of staying relevant supports the long-term, broad-based knowledge that will sustain a designer/developer's career. For instance, continued research in usability as it relates to user-centered design techniques will provide a long-term foundation for progressive web professionals.

## ADDITIONAL RESOURCES

- World Wide Web Consortium (W3C): <http://www.w3.org/>
- Web Hypertext Application Technology Working Group: <http://www.whatwg.org/>
- A List Apart: <http://www.alistapart.com/>
- SitePoint: <http://www.sitepoint.com/>

## TOPICS COVERED

- Competitive Analysis
- Targeted Audience Research
- Content Writing
- Keyword Development
- Interface Layout
- Usability Principles
- Dynamic Interface Design
- Accessibility and Semantics
- HTML and CSS Implementation
- User Testing
- Cross-Browser Testing

## LEARNING ACTIVITIES

### Reading Assignments

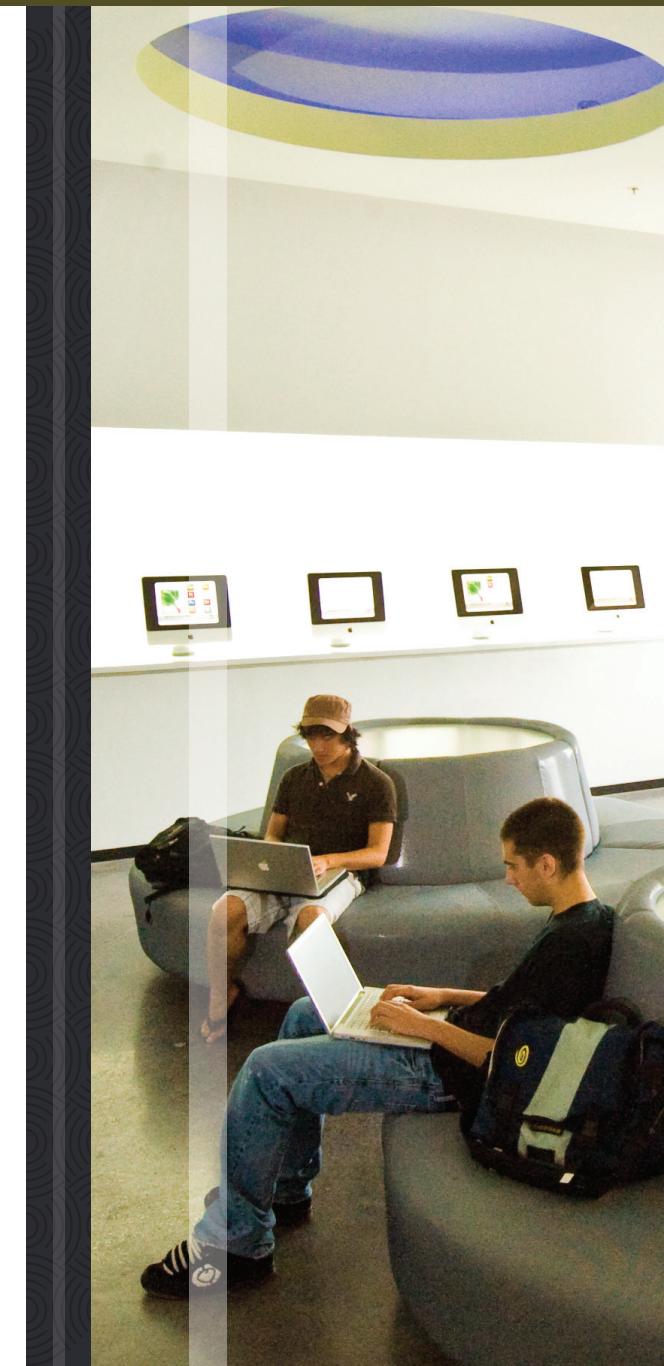
The book for the WSP course, *Designing with Web Standards*, is a supplement for material provided in discussions/lectures. The chapters chosen from the book are those that follow the course progression most closely.

### Weekly Activities

Students will demonstrate their proficiency of requisite knowledge through the production and delivery of an entire web project, using the following key activities.

#### Project Analysis Web Page

Students will build a project analysis web page where they will restate the project's requirements and intent along with a thorough analysis of the intended audience and identified competitors within the industry.



### Content Analysis/UI Development

Content analysis and UI development are assessed with a content/keyword tracking deliverable and a set of high-fidelity wireframes. In these, students will choose effective site content and make intelligent decisions regarding the placement of each content piece within the user interface.

### Design Compositions

Design compositions are required deliverables that challenge students to propose UI treatments. These treatments should incorporate both the client's branding needs along with design elements that should effectively drive site goals. The intended outcome is to genuinely provide targeted users with a satisfying overall user experience.

### Final Website

At the course's end, the final website will result in a comprehensive product that incorporates all decisions made throughout the month on behalf of the client and will also fulfill the requirements of design, usability, and coding with web standards.

### Project

Students will complete one project by following a formal production process alongside a production timeline containing milestone deliverables throughout the course. Each milestone is completed with a production deliverable. Deliverables include:

- A content tracker in which the organization and tracking of all existing and new content is kept
- A set of high-fidelity wireframes that accurately represent layout and final content decisions

- A set of design comps based upon wireframes—a full-color representation of the expected website interface
- A final, coded, and standards-compliant website

### GRADE WEIGHTS

Structure Phase	15%
Design Phase	30%
Integration/Testing	20%
Final Delivery	15%
Project Delivery Document	10%
GPS	10%
<b>Total</b>	<b>100%</b>

### STRATEGIES FOR SUCCESSFUL LEARNING

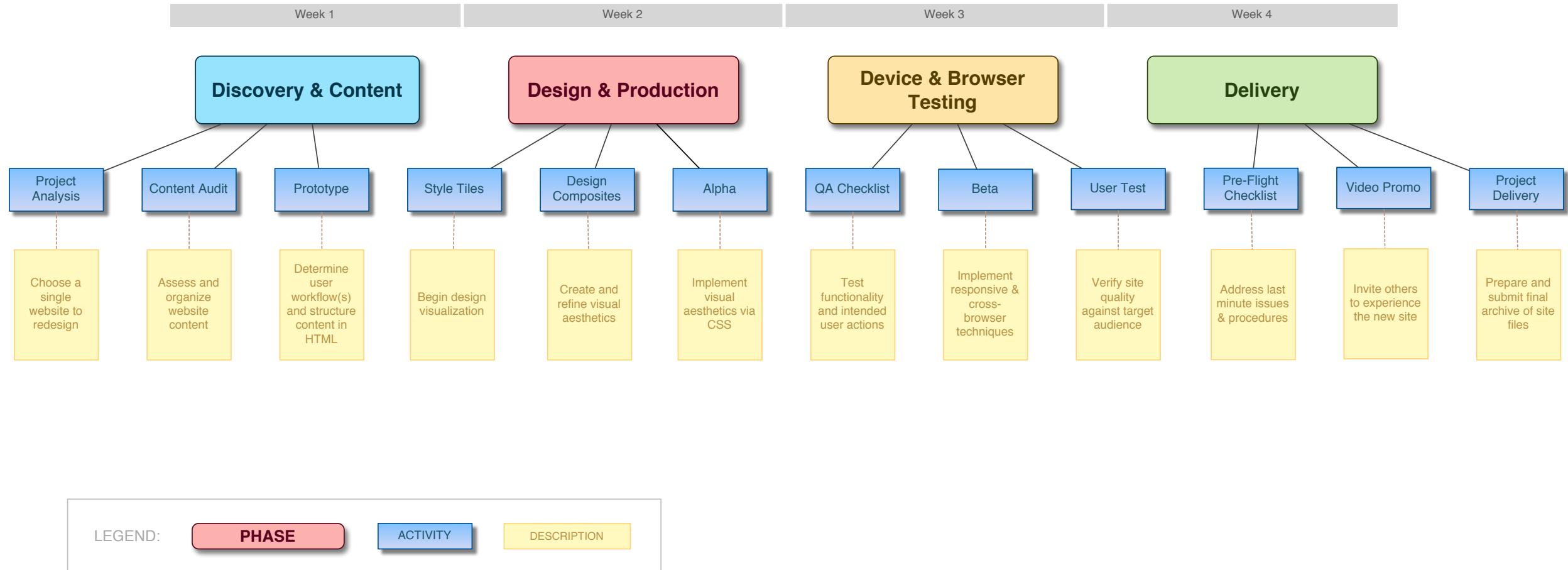
- Take time to read Project Requirements, Deliverable Requirements, and Grading Rubrics and do not be afraid to ask for clarification. Part of successful execution is forming a clear plan.
- Focus on each stage of the process; do not jump ahead. We are often eager to start on the code—maybe that's our comfort zone. Or maybe the thought is to get a start on design since that's the fun part. The danger in moving too quickly is the potential for missing the details of each stage. For instance, details from the initial discovery/define phase are very inspirational to the remainder of the project.

- Ask for feedback and strive to implement that which you receive. Chances are you may miss a few details that another outside perspective may catch. The only way to know for sure is to ask.
- As you become more proficient with the implementation of web standards, there will be times when rework and refinements will be necessary. Similarly, until you have refined your HTML/CSS skills, there will be a bit of trial and error while coding. Plan for this and do not feel discouraged, as it is all a part of the learning process.



*DeskSimple by [DaveFayram](#)*

## Course Outline & Charts



## PROJECT REQUIREMENTS

### Summary

This month's project is a redesign of the current website for an Orlando-based company, of which you will choose from among several different options. If you have not done so already, please locate and choose from among the various project options.

Each project option differs slightly, but overall each represents a typical corporate product/service-based web presence, that is tailored to a specific audience.

### Re-align with Organizational Objectives

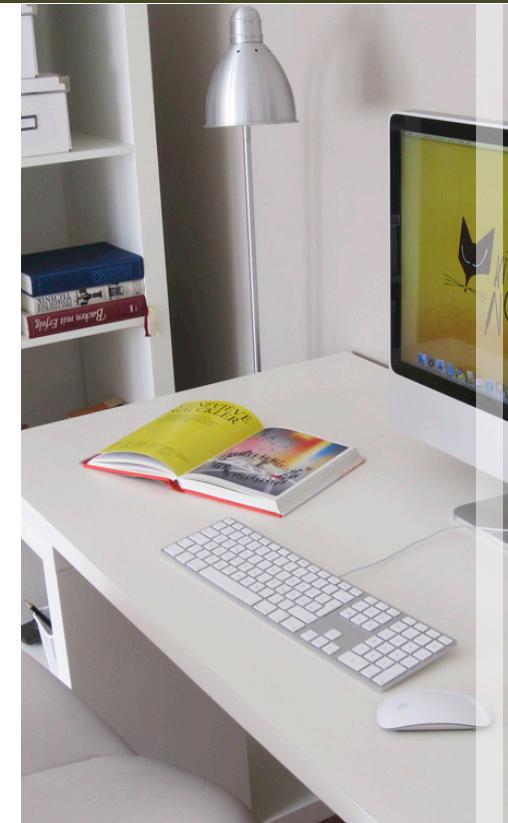
The most obvious and traditional goal of many website redesigns would be a re-alignment of organizational objectives. Clear objectives lead to site conversions. Executing site goals well lead to a user getting what they need (creating a satisfying user experience, or UX) while at the same time creating money-making (and/or goal-reaching) site conversions.

For instance, one conversion goal is encouraging the user to fill out and submit the a Service Request/Product Request form. When the user actually submits the form, that is considered a conversion. The basic information gathered from this form will allow the site owner's further contact opportunities with their customers. Therefore, "booking a service call" should take priority over any language regarding "call for a free quote" (which could be eliminated altogether since we want the user to feel as if it's quick/easy to request service through the site).

Organizational goals differ per client and project, but they intend to clearly inform the users on key objectives. In the case of our project, we will be identifying five (5) key objectives and utilizing them as primary navigation elements on the site.

Below are some **examples** of key objectives:

- Orlando-based Carpet Cleaning
  - Commercial Services
  - Residential Services
  - Why Us?
  - Special Offers
  - Service Request (HTML form page)
- Orlando-based Cooking Classes
  - Cooking Classes
  - Private Parties
  - Shop
  - About Us
  - Register (HTML form page)
- Orlando-based Taxi Service
  - Taxi Services
  - Special Offers
  - Rates & Fares
  - Contact Us
  - Make a Reservation (HTML form page)



*Workspace (October 2010) by [thinkdaniel](#)*

The focus of the redesign efforts will be on the following: an overhaul of the current Information Architecture (IA), improved User Interface (UI) layout and aesthetics and a re-alignment of overall site/organization goals that will ultimately increase revenue.

Minor clean-up of the logo (i.e. adjust color tones, incorporate another hue, etc.) are all certainly open for discussion, but creating a new brand should not be the focus of this project. Instead, stay close to the original logo.

Each of the website options have been chosen specifically for the Web Standards (Re-design) Project, but none of the companies are in any way involved with this process. Instead, there are project constraints that will shape and steer the direction of the site. You may view example screenshots of the current site for each option within the original content ZIP file.

### The Process

Each project timeline will correspond with the stages of a traditional production process. Assigned deliverable will serve as clear communication to “the client” regarding the decisions you are making (based on your expertise) throughout each stage of the project’s re-design process.



NOTE: Instructor feedback stands. Please review and implement ALL feedback regarding deliverables, site direction, etc. Pay close attention to the “Review” opportunities and comments provided with grades.

## PROJECT OBJECTIVES

### Purpose

The current site’s overall IA and UX is, in general, very bloated/lacking and unorganized. The typical workflow includes clicking through an unnecessary amount of pages, reading lengthy paragraphs and scrolling. The code structure and presentation does not

support Web Standards “best practices” and is therefore missing out on cross-browser compatibility, organic Search Engine opportunities and accessibility.

### Description

Create a website solution that supports organizational goals and is intuitive to the site’s users. The site aesthetics should ultimately communicate and compliment the site’s content. The site’s UI elements must accommodate dynamic content to allow for frequent updates to the information.

To be effective, the newly designed site must:

- Clearly identify/represent site goals
- Be intuitive, with an improved graphical interface
- Be organized
- Be informative

### Objectives

One objective of the project re-design is to **condense and organize** the current information into a content-lean site that is clear and succinct. Another set of objectives involve taking that lean content and creating an intelligent UI that **showcases** the organization’s revenue-making content (i.e. Services, Special Offers, Requests, etc.). The aesthetic solution must also **allow for dynamic content** since the site has several opportunities for continual updates by the client.

The final **six (6) page** site will include descriptions of the services provided by the company, a request for service/reservation form, special offers, why a user would choose this particular company and a home page that showcases all five site/organizational goals.

## Vision

- Condense and organize the “required content” down to six (6) pages
  - Identified as a result of student discovery and research
- Increase site traffic (targeting Florida specifically)
- Ensure reach into targeted demographics (based on site goals)
- Increase conversion to Service Request/Reservation HTML form page
- Increase conversion for Service Request/Reservation HTML form submission

## Guidelines

### Begin with Discovery

Research the organization, research the competition, identify targeted demographic(s) and their needs, download/organize/trim content & develop targeted keywords from stated objectives and actual page content.

### Find supporting Assets

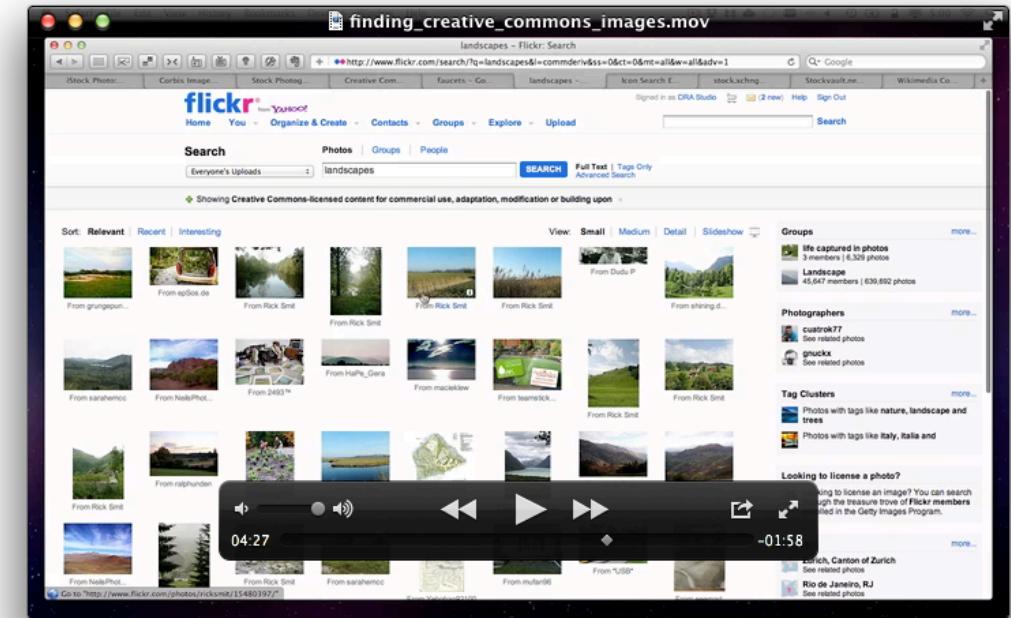
All assets (fonts, imagery, etc.) must be licensed for use by the client in this website. Make note of the asset license and be sure to include it in the **final site archive** at the end of the course. You may use images from the site, but it is likely that they will require treatment (if better imagery cannot be acquired).

Utilize the following resources for free or low-cost assets:

- Stockvault (<http://stockvault.net/>)
- Stock.xchng (<http://www.sxc.hu/>)
- morgueFile (<http://www.morguefile.com/>)

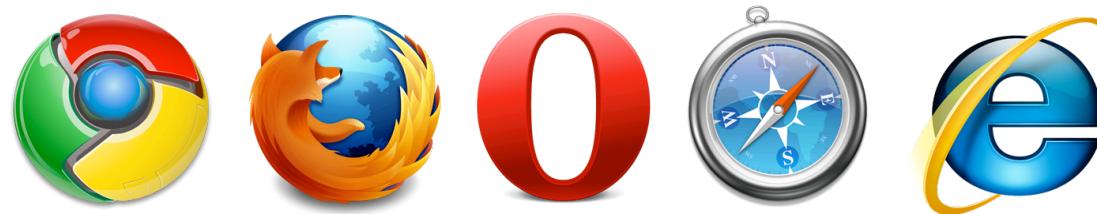
- iStockphoto (<http://www.istockphoto.com/>)
- CG Textures (<http://www.cgtextures.com/>)
- TextureKing (<http://www.textureking.com/>)

Additionally please reference [this screencast](#) for information on Creative Commons licensing and how to filter popular image search tools to only CC-licensed assets usable for this project.



## Design Effectively

Improve upon the site's current IA and UI layout to create a website that is simple, yet strongly supports the intention of the interface and expected user workflow. Aesthetics are not required to be elaborate as "the client" is open to exploring all relevant options. In addition, proper implementation of standard design principles and usability concepts are expected.



## Develop with Constraints

- Individual pages should not exceed **100k**
- Targeted monitor resolution: 1024 x 768
  - There should be no horizontal scrollbar when the browser is resized to this resolution measurement
- The main navigation system must incorporate a CSS design (e.g. image sprite), indicating the active page/category the user is currently viewing
- Other navigation cues should be apparent and available (e.g. an escape hatch, intriguing branches, Call to Action [CTA] elements, etc.)
- Links within the UI should work to the greatest extent possible (without going over the number of required pages in the project)
  - In the instance that an additional page would be necessary (i.e. a 'detail' page for instance), simply point that particular link reference to a hash symbol (#)

- Design elements must support dynamic content (e.g. tiles, gradients, opacity masks, solid backgrounds, no fixed heights, etc.)

- For verification, the site UI should survive at least one (1) text-size increase



TIP: In Firefox or Safari, go to View and choose "Zoom Text Only"; then use Cmd+ to increase the text size and Cmd-zero to reset it.

- HTML should be semantic and support the IA/hierarchy within the UI
  - When CSS styles are turned off, the site content should remain clear and organized by semantic hierarchy (i.e. h1, h2, h3, p, etc.)
- Do not use "presentational language" when choosing ID and Class names (e.g. 'left-column', 'column\_1', 'red\_box', 'width150', etc.)
  - Instead, try: #sidebar, .feature, #banner, .related, etc.
- Code (both HTML and CSS) should be formatted properly, using indents and comments where applicable
- CSS should be used for all presentational needs
  - Non-semantic HTML or excessive use of HTML tags to achieve visual aesthetics should always be avoided
- There should be no (correctable) validation errors or warnings
  - CSS3 properties that do not validate must still adhere to correct syntax
  - Errors/warnings produced by complex links for outside references will not be counted against you
- Site should be compatible with current Desktop browsers (e.g. Safari, Firefox, Chrome, IE7, IE8, IE9)
  - For testing, use: <https://browserlab.adobe.com>

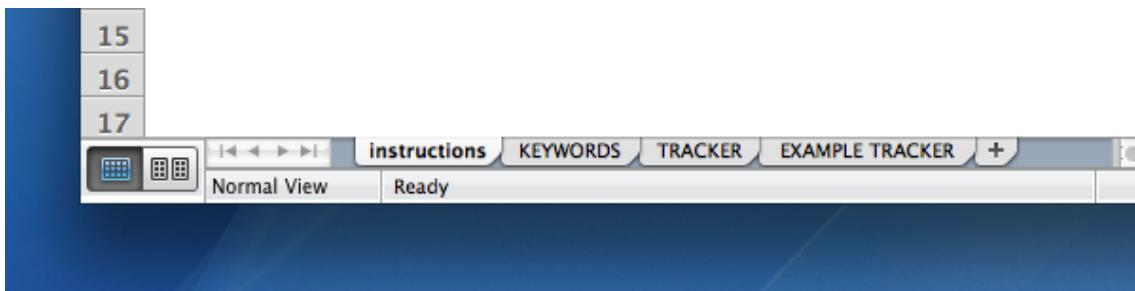


## Deliverables Documentation

*Thinkin' about the code by Ed Yourdon*

## CONTENT AUDIT

Content tracking documents are tools for organizing and monitoring content throughout the Production Process. Typically prepared at the beginning of the **Concept and Design (Structure) Phase**, the document will be used to identify, organize and verbalize potential use and treatment of content that will be presented in the website.



Create a new Google Docs (<https://docs.google.com/>) spreadsheet and reference the provided examples (see *FSO Dashboard*) to organize the content needed for the project. As a whole, the document will track:

- Individual content pieces and their:
  - Content relationships (primary category/navigation links vs. sub-categories/titled sections [Information Architecture and Hierarchy])
  - Keywords (both per content piece and site-wide)
  - Summary / Description
  - Potential use (category feature, teaser paragraphs, teaser links, CTAs, etc.)
  - Potential stylistic treatment
  - Assets (if any)

Also remember that, while all content sources originate from an existing website, you will need to greatly condense and re-write the content for inclusion within your site's UIs. Plagiarism will not be tolerated. In addition, keep in mind that any special fonts or imagery will need to be licensed (e.g. Creative Commons, <http://creativecommons.org>) or of your own creation. All licenses will be included in your final project archive at the end of the course.

### The Requirements

#### Fill out the Keyword worksheet

The Keyword worksheet will be used to track the global search terms and overall theme of the site that you have determined to be targets within the industry. Remember to include keywords and phrases as they relate to site goals, intended content and targeted users.

- Site description and page titles should reflect site goals and be optimized for Search Engine Optimization (SEO)
- Industry terms and services offered should be applicable to site goals and the chosen industry
- User-oriented information is on target with site goals and targeted audience

#### Complete the Content worksheet

The Content worksheet will track the relationship between the old/existing content and how it will be used within the new site. The content does not need to be completely re-written into this tracking document, however, capture as much information about the content pieces as possible to aid in Wireframe construction during the next phase.

Each row should represent one content source and all columns should be filled in with as much information as possible about the single content piece (e.g. What sub-

category will this content piece fit into? Will it be a primary feature or just a minor teaser link? etc.).

- All columns are required and should be complete with relevant and purposeful information (*Notes is an optional column*).
- Keywords should be listed and optimized for SEO

### The Delivery

Both the Content and Keyword worksheets should be collected into one (1) single PDF document.



TIP: Learn how to easily combine multiple documents into a single PDF using either: [Apple Preview \(article\)](#) or [Adobe Acrobat \(how-to video\)](#).

Please use the following naming convention for the final PDF (substituting the current year, the current month, and your own name):



Last\_First-Content\_Audit.pdf

## WIREFRAMES

Wireframes are non-graphical representations of the projected layout and content placement within a UI. This month's project will have **six (6) pages** total, however to prevent spreading efforts across all six (6) pages, we will focus on three (3) pages to build foundational templates from: Home, Service Request/Reservation (HTML form page) and another page of your choosing.

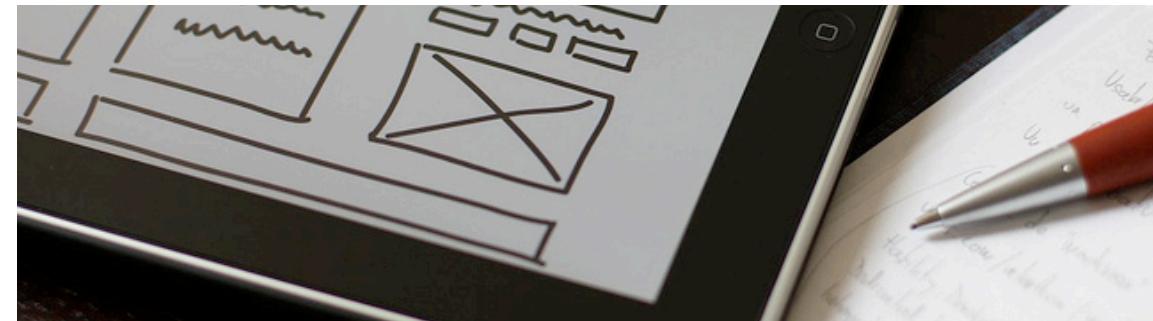


**TIP:** The 3rd page template should be the basis for the rest of the pages on your site. Only the Home and HTML form pages will be drastically different.

There will be **no use of Lorem Ipsum** (placeholder) text. Often when a developer is without final content and is forced to rely on Lorem text, spacing and placement will vary. With final content, we are able to truly see the actual spacing, placement and font treatment of each content piece and information area. Therefore, the final content for the three (3) template pages should be **finalized quickly** for inclusion in the Wireframe deliverable. These three (3) pages will be continually worked, refined and coded until the final week of class. During the final week, you will code and populate the remaining pages.

### The Strategy

It is strongly recommended that you maintain an organized workflow within your design software (e.g. Photoshop, Illustrator, Fireworks), so that when the Wireframes are approved you are able to add the design layers easily (keeping the wireframe layer intact). After the initial grade, you will resubmit your Wireframes at the end of month as part of your **Project Archive** to ensure they are in sync with the final UIs.



wireframe, ipad, pencil & notebook by [baldiri](#)

### The Requirements

- Wireframes must be high-fidelity, with call-outs
  - No color; only shades of grey
  - No design elements (i.e. rounded corners, drop shadows, icons, etc.)
  - Exact representation of the proposed layout, font hierachal treatment and size/scale of the content areas within the UI
  - Placeholder image boxes



**TIP:** Refer to the previous HCI course curriculum for additional information regarding the production of high-fidelity wireframes.

- The layout of each UI should support the intent of the interface: **to be informed**
- The Service Request/Reservation HTML form and page layout should have all necessary support information as well as appropriate input fields, labels and other elements needed to support the form's intent

- The final Wireframes should be refined, polished and within the recommended 960px wide dimension
- Considerations for user behavior and site intent are needed to successfully implement key design patterns
- It is necessary that you implement the fundamental Gestalt principles into your UI layout decision-making (Proximity, Similarity, Continuity, Closure)
- Content components (titled sections, support content, page copy, links, etc.) should vary by font size/treatment to effectively identify ranking within the content (e.g. consistent primary, secondary, page copy hierarchy and spacing)
- Create **three (3) wireframes** total
  - One for each page template: Home, Service Request/Reservation, and a page (within the project) of your choosing
- The UIs of each page type should have five (5) to seven (7) content areas, minimum, to provide the user with several options “above the fold”
- Include watermarked **pixel dimensions** for major content areas
- All content should be in place
  - No Lorem Ipsum
  - Provide real titled sections and real support content (content titles, teaser paragraphs/links)
  - Titled sections should correspond with those found in your Content Tracker deliverable
- Links represented within the UI should contain keywords that are appropriate to the content they describe (e.g. story headings, **intriguing branches**, etc.)
  - Do not use “read more” as this will not support the site content or organic SEO techniques

## The Delivery

The Wireframes should each be saved as high-resolution PNG files and combined into a single PDF document.

Please use the following naming convention for the final PDF (substituting the current year, the current month, and your own name):



Last\_First-Wireframes.pdf

## DESIGN COMPOSITES

The Design Composite is a final graphical representation of the website's UI and should thoroughly represent project objectives and goals.

You will create one design composite for each of your three (3) Wireframe pages/UIs. The designs you create will be an extension of the planning and content you determined at the Wireframe stage & should be of the same three (3) pages used in the Wireframes.

### The Requirements

All requirements from the Wireframes deliverable apply to the Design Composites. For instance, signage in the navigation was a requirement from the previous deliverable and it is expected to carry forward during the design phase. However, labels/dimensions/callouts used in the Wireframes need not be present in the composites.

- All final content/imagery must be present on these pages
  - No Lorem Ipsum text or placeholder graphics
- Create **three (3) design composites** total
  - One for each page template: Home, Service Request/Reservation, and a page (within the project) of your choosing
- Design elements must support dynamic content
- Keywords should be used effectively and should be appropriate to the content they describe (keyword links, titled sections, labeling, etc.)
- Incorporated form has all necessary input fields, labels and any other content or elements needed to support the form's intent.

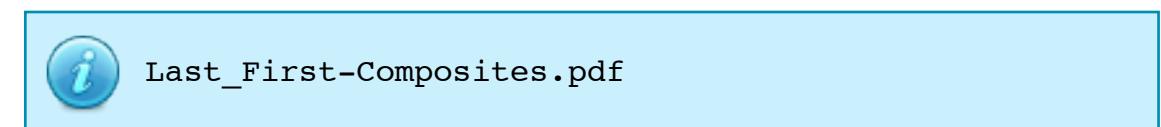


*Palettes (macro) by @cdharrison*

### The Delivery

The Design Composites should each be saved as high-resolution PNG files and combined into a single PDF document.

Please use the following naming convention for the final PDF (substituting the current year, the current month, and your own name):



## DESIGN TEMPLATES

Developing Design Templates for a website project is an excellent way to load and test site aesthetics along with basic functionality during the User Testing phase. Any changes that may result from the User testing will be easily implemented since you are only working on three (3) template pages (instead of the entire site).

The Design Template site will only include the three (3) pages you have been designing up until this point; they will serve as **boilerplates** for later reuse in making and populating the final pages (as well as any future needs the client/project may have).

Ideally, your Design Templates should be built from an updated/perfected version of your Design Composites. However, you may find that while coding/styling the templates, the design will evolve somewhat. Be sure **to update** your Design Composites and Wireframes accordingly.

Since there will only be three (3) pages for now, simply direct the remaining link references to a hash symbol (#).

### The Requirements

- The Wireframes deliverable, your Design Composites and the Design Template site must match when you deliver the Project Archive during the final week
- Create **three (3) coded pages** total
  - One for each page template: Home, Service Request/Reservation, and a page (within the project) of your choosing
- Content and visual elements in position with final font treatment, spacing and placement
- There should be no broken links

- Using the hash symbol (#) for the “href” attribute is acceptable where necessary
- Visual elements should feel final
  - Refined, necessary, purposeful
  - Precisely sliced, optimized and able to support dynamic content where necessary
- Apply learned HTML/CSS best practices (i.e. semantics, float and clearing methods, accessibility considerations, standards compliancy, validation, etc.)
- Escape hatch, signpost in the global navigation that represents the current category/page and any other navigation cues should be apparent
- All **project guidelines** are met

### The Delivery

The completed templates will be used in the User Test deliverable; to conduct the test, you will need to upload your templates to your **wddbs.com** account. Refer to the following path example:



<http://wddbs.com/~username/wsp/templates>

You will need this URL to send to User Test participants, so be sure that it is works.

## USER TEST - ONLINE

Each designer/developer will conduct (as well as participate in) a User Test. Grades will be based on:

- The User test Script
- The User Test Questionnaire
- Collection of feedback from two (2) outside participants & two (2) student peers
- The participation in a fellow classmate's User Test

### Prep for the User Test

#### Write a User Test Script

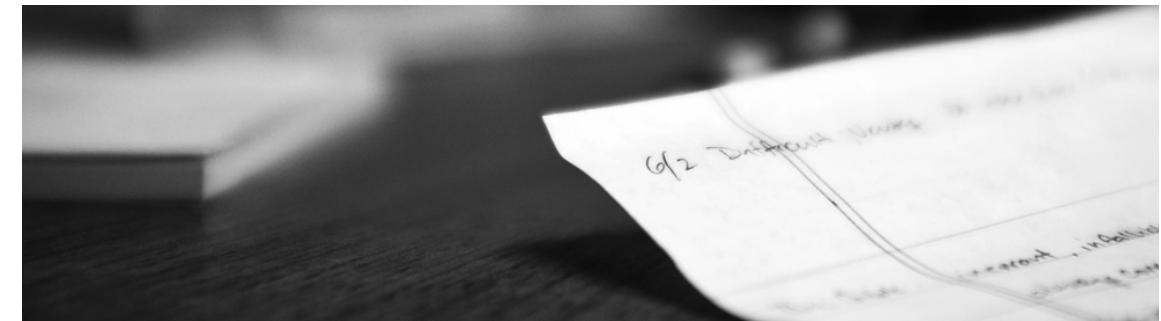
The Script should be a well-written overview of the project website. Include: your test site's URL, a brief description of the site and its intent & details regarding what type of system the user can expect to test (i.e. fully functional design prototype, known working pages, etc.).

And, finally, include any other language you feel is necessary to set up the emotion and/or environment of your testers: Should all thoughts be on paper? What if there are mistakes/errors? May questions be asked? Etc.



**TIP:** Refer to the following document from the Usability.gov website for ideas you may want to include in your short User Test Script and/or Questionnaire: [http://www.usability.gov/templates/docs/test\\_fac\\_guide.doc](http://www.usability.gov/templates/docs/test_fac_guide.doc)

Remember that the User Test Script should be written so that any person may deliver it or a user may understand it in the absence of a presenter.



*Test Shot 1 by Daniel Y. Go*

#### Write a User Test Questionnaire

With the goals and objectives of your site in mind, write ten (10) test questions\*\* That will capture the effectiveness of those objectives as well as the overall user experience.

\*\* The following questions MUST be included in the User Test Questionnaire and will count toward the total number of ten (10) questions needed:

- What strikes you first?
- Please give me your initial impressions about the layout and design of this page by choosing one of the following options:
  - There are some areas of the site that I feel might be visually incomplete or unfinished
  - The site genuinely satisfies the site's intent and targeted audience
  - Somewhere between the first and second options
- What do you feel is the purpose of the site?
- Who, specifically, do you think might visit the site regularly?

Feel free to include task-oriented questions as well; consider the following example:

- Find the page with \_\_\_\_\_. Was it easy to find? How might you return “Home” without using links within the main navigation area?

Combine the Script and Questionnaire into a single DOC file (substituting the current year, the current month, and your own name):



Last\_First-UserTest.doc

### Conducting the Test

You will need (at least) two (2) outside test participants (they could be friends or family, but should not include student/peer testers - see next section for Peer testing).

Prior to sending any of your test documents, confirm that your Design Template site has been correctly uploaded to your **wddbs.com** account. You will need a correct, non-broken link to include in your Script that will be sent to your User Test participants.

Provide each test participant with the single Script and Questionnaire document and that is all. Do not explain anything about the site; let the Script speak for itself. Test subjects will provide feedback within the Questionnaire document. Test participants should follow the test instructions carefully and provide as many useful details as possible.



TIP: Alternatively, you may want to offer an interactive way for your participants to fill in your Questionnaire. **Google Docs** offers a Survey feature that is perfect for this. [Watch this video for a demo.](#)

### Collect Results and Upload

Collect and combine all User Test feedback you receive into a single PDF document, along with your original Script and Questionnaire.

Please use the following naming convention for the final PDF (substituting the current year, the current month, and your own name):



Last\_First-UserTest\_Results.pdf

Combine the test results with your Design Template test site into a single ZIP file and upload the ZIP to the FSO platform prior to the expiration of the End User Test activity.

Please use the following naming convention for the final ZIP (substituting the current year, the current month, and your own name):



Last\_First-UserTest.zip

### Providing Peer Feedback

You will provide feedback to your peers within a discussion post. Details can be found within the Discussion activity on your FSO Dashboard. All feedback must be provided prior to the expiration of the activity.

## PROJECT DELIVERY

The delivery and grading of your project as a whole will come from the digital Project Archive ZIP that will be uploaded to FSO within the Project Delivery activity. However, as part of your overall grade for the course, you are expected to maintain updated links of all final documentation on your WSP Student Portal.

### Final Upload

Create a folder with the name *final* and upload the final version of your project site to it.

Place a link on your WSP Student Portal, and test it before the Activity due date expires, at the following path:



<http://wddbs.com/~username/wsp/final>

### Digital Project Archive

The digital Project Archive is intended to capture the final, perfected version of your project's website. In addition to a frozen state of the site, other items in the archive will include process documents that were assigned during production as well as any **image/font licensing**, original asset files and branding/composite files. After all, the client has paid for these.

Refer to the list below for the minimal items required for the archive. Create one folder and within it create additional folders for each of the deliverables listed below.

- Content Tracker / Keyword worksheet
- Wireframes



Custom ordered accordion file folder for kareneap by [Kasaa](#)

- Design Composites
- Design Templates
- User Test Script, Questionnaire and Feedback
- Licenses and Originals (fonts, images, etc. if applicable)
- *final*
  - This folder should only contain the files necessary for the site to work; do not include extra images, temporary files, etc.
  - Please **test** this folder, standalone, prior to submission

Please use the following naming convention for the final ZIP (substituting the current year, the current month, and your own name):



**Last\_First-Archive.zip**



*South Pond Pavilion at Chicago's  
Lincoln Park Zoo by [John Picken](#)*

## References

Helpful Guides & Links

## CLASSROOM RESOURCES

### General

- <http://wddbs.com/wsp>
  - Student Portal and additional resources.

### Policies

- [Late Work Policy](#)
  - WDD / MDV policies for late work deductions.
- [GPS Online Rubric](#)
  - Specific point deductions for infractions.
- [Full Sail Student Manual](#)
  - General guidelines and policies for students.
- [Library Materials Checkout Guide](#)
  - How to request delivery of library materials.

### Recommended Storage/Backup Services

- Apple's Built-in **Time Machine**
- [Dropbox.com](#)
- [Google Drive](#)
- [Windows Live SkyDrive](#)

## COURSE REFERENCES

### Full Sail Grading Scale

<b>A+</b>	95-100 percent	4.0
<b>A</b>	90-94 percent	3.5
<b>B+</b>	85-89 percent	3.0
<b>B</b>	80-84 percent	2.5
<b>C+</b>	76-79 percent	2.0
<b>C</b>	73-75 percent	1.5
<b>D</b>	70-72 percent	1.0
<b>F</b>	0-69 percent	0.0

Please reference the [Full Sail Student Manual](#) for additional information regarding Full Sail's grading policies.

## COURSE TIPS

### ConceptShare

During Week 1 you will receive an invitation email to a WSP/WSP-O Workspace on the [ConceptShare](#) platform. Please login, update your displayed name, preferred email address and notification preferences.

Throughout the **Concept & Design** portion of the course, utilize **ConceptShare** to review the work of your peers, offer feedback (both visual and textual), as well as receive feedback on your own work. As feedback is essential to improving your design capabilities and resulting work, it is essential that you make the most of this platform.

A good recommendation is to at least comment on 2 (two) other students' work and to do so on uploads that have not yet received comments. **Participating on the ConceptShare platform is required to receive full GPS credit in this course.**

When uploading work, please be sure to properly name each file and when commenting on classmates work, please be sure to be constructive, courteous and delve deeper than trivial comments (i.e. 'I like this.', 'Make it better.', etc.). If you are new to the **ConceptShare** environment, be sure to check out their site for helpful walk-thrus, tips and support information: <http://www.conceptshare.com/>

## Professionalism

Participation in classroom/online discussion topics, as well as engaging with your peers is calculated as part of the global professionalism standard (GPS) grade, which is worth 10% of your grade.

## Setting Up Desktop and Mobile Email Access

Besides accessing your email in the browser, be sure to check out the handy PDF guides that FSO Support has put together for setting up your Full Sail (Microsoft) email account in a [desktop client like Apple Mail](#) or a [mobile platform like iOS](#).

We rely heavily on this communication medium, so it is imperative that you can easily access it. If for some reason you aren't able to access your email, please contact [FSO Support](#) as soon as possible so they can assist in troubleshooting the issue.

## Textbooks, Library Resources and Lynda.com Accounts

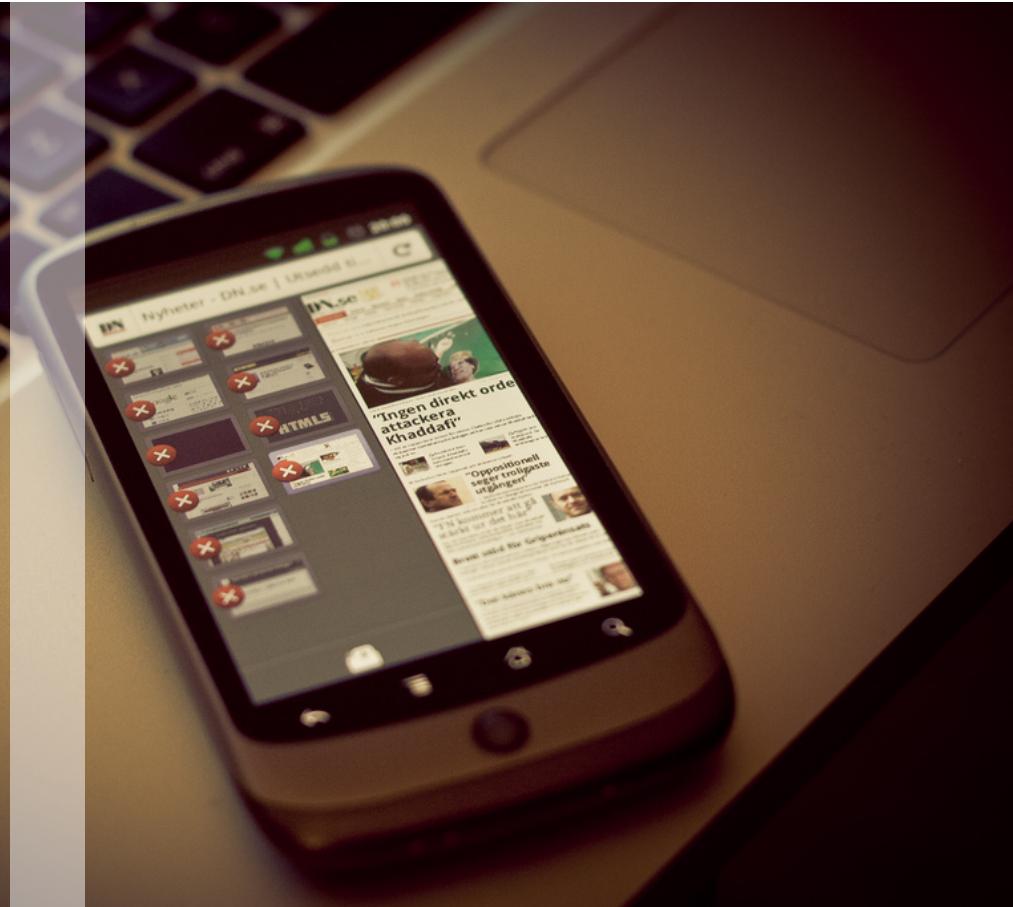
Prior to the start of our month, you should have received a copy of **Designing with Web Standards (3rd edition)** by Jeffrey Zeldman.

Also at your disposal is the entirety of the Full Sail Library. Check out [this handy PDF](#) on how you can have materials sent directly to your home. If the Library doesn't have the book, movie or game you need, you can even [request that it is added](#).

Additionally, each of you gained unlimited access to **Lynda.com** upon enrolling into the WDDBS/WDDBS-O degree. Full Sail has chosen to partner with Lynda.com as it offers a diverse collection of training videos, many of which pertain to topics covered in this course and can provide helpful refreshers for concepts you may be unfamiliar with.

You can access the **Lynda.com** service via [this organization page](#) on Full Sail Connect. Also, be sure to try out [Lynda.com's great \(and free!\) iOS application](#) to view training videos on the go or on your TV at home via AirPlay.

Please contact FSO Support if you have not received your textbook or are unable to access Full Sail Connect/Lynda.com.



*Firefox Mobile by Johan Larsson*

## Deliverables Rubrics

Alternatively, you can directly view the WSP rubrics on the web, in their interactive format, via the URL below:

<http://wddbs.com/wsp/portal/#rubrics>

## PROJECT ANALYSIS

Category	Exemplary	Competent	Developing	Null
Function	50 pts	-	35 pts	0 pts
Requirements	Fully formed statements for the following areas have been researched and presented:  1. Site Intent 2. Competitive Analysis 3. Targeted Audience		All but one of the Requirements were present	More than one of the Requirements were not present
Form	40 pts	-	20 pts	0 pts
Markup & CSS	1. HTML coding structure is semantically correct; each element used provides structure and support for the hierarchy of the content they surround  2. CSS styles have been applied to create a professional and organized appearance		All but one of the Markup & CSS concepts were present	Code structure and styles lack best practices, organization and/or refinement
Form	10 pts	-	5 pts	0 pts
Craftsmanship	1. Activity was developed and delivered completely, polished, and professionally  2. Content is free of grammatical and spelling errors		All but one of the Craftsmanship concepts were present	Activity was not properly delivered

## CONTENT AUDIT

Category	Exemplary	Accomplished	Competent	Developing	Null
Function	25 pts	20 pts	15 pts	10 pts	0 pts
Information Architecture	<p>1. Content has been simplified, and what remains is purposeful and relevant to site goals</p> <p>2. Five primary categories (not including Home) have been identified (i.e., global navigation links)</p> <p>3. Additional content relationships have been established (sub-categories / titled sections)</p> <p>4. Original content files have been referenced properly</p> <p>5. Support information about each content piece is available (potential use, potential treatment, associated keywords, quick description, etc.)</p>	All but <b>one</b> of the Information Architecture concepts were present	All but <b>two</b> of the Information Architecture concepts were present	All but <b>three</b> of the Information Architecture concepts were present	More than <b>three</b> of the Information Architecture concepts were not present
Function	25 pts	-	15 pts	-	0 pts
Keywords	<p>1. Site wide Keywords were identified (Keyword worksheet)</p> <p>2. Content / page specific Keywords were identified (Content worksheet)</p>		All but <b>one</b> of the Keyword concepts is present		There are no Keywords identified
Function	25 pts	20 pts	15 pts	10 pts	0 pts
Requirements	<p><b>Keyword Worksheet</b></p> <p>1. Site description and page titles are complete and reflect site goals</p> <p>2. Site description and page titles are optimized and appropriately for SEO</p> <p>3. Industry terms and services have been listed and are applicable</p> <p>4. User-Oriented information is on target with site goals and intended users</p> <p><b>Content Worksheet</b></p> <p>5. All columns are complete with relevant, purposeful, information ('Notes' is an optional column)</p> <p>6. Keywords have been listed and are optimized for SEO</p>	All but <b>one</b> of the Requirements were present	All but <b>two</b> of the Requirements were present	All but <b>three</b> of the Requirements were present	More than <b>three</b> of the Requirements were not present
Form	25 pts	16 pts	-	8 pts	0 pts
Delivery	<p>1. Student took care in submitting a comprehensive PDF that is formatted clearly, and "printed" correctly, adding to the clarity and structure of the potential content</p> <p>2. The Keyword worksheet was included in the submitted PDF deliverable</p> <p>3. The Content worksheets were included in the submitted PDF deliverable</p>	All but <b>one</b> of the Delivery concepts were present		All but <b>two</b> of the Delivery concepts were present	More than <b>two</b> of the Delivery concepts were not present

## CODE SUBMISSION(S)

CATEGORY	EXEMPLARY	COMPETENT	DEVELOPING	NULL
<b>Function</b>	<b>50 pts</b>	<b>40 pts</b>	<b>30 pts</b>	<b>10 pts</b>
<u>Requirements</u>	<p>Fully formed inclusions of the following areas have been researched and presented:</p> <ol style="list-style-type: none"> <li>1. Code structure and hierarchy</li> <li>2. Individual page encoding, naming and hyperlinking</li> <li>3. Global stylesheet implementation, naming and hyperlinking</li> <li>4. Usage of coding best practices, including HTML5, CSS3 and DRY</li> </ol>	All but <b>one</b> of the Requirements were present	All but <b>two</b> of the Requirements were present	More than <b>two</b> of the Requirements were not present
<b>Form</b>	<b>40 pts</b>	<b>35 pts</b>	<b>25 pts</b>	<b>10 pts</b>
<u>Markup &amp; CSS</u>	<ol style="list-style-type: none"> <li>1. Coding is logical and supports the site's IA / hierarchy</li> <li>2. HTML coding structure is semantically correct; each element used provides structure and support for the hierarchy of the content they surround (good use of keywords within anchor/heading tags, for instance)</li> <li>3. ID and Class names used within the HTML are semantic and do not contain "presentational language" (e.g., 'column_2', 'width_150', etc.)</li> <li>4. CSS styles have been used for all presentational needs and there are no instances of HTML attempting to be presentational (extra break tags for spacing, etc.)</li> <li>5. Code (both HTML and CSS) is formatted properly, using indents and comments where applicable</li> </ol>	All but <b>one</b> of the Markup & CSS concepts were present	All but <b>two</b> of the Markup & CSS concepts were present	More than <b>two</b> of the Markup & CSS concepts were not present
<b>Form</b>	<b>10 pts</b>	-	<b>5 pts</b>	<b>0 pts</b>
<u>Craftsmanship</u>	<ol style="list-style-type: none"> <li>1. Activity was developed and delivered completely, polished, and professionally</li> <li>2. Content is free of grammatical and spelling errors</li> </ol>		All but <b>one</b> of the Craftsmanship concepts were present	Activity was not properly delivered

## WIREFRAMES

CATEGORY	EXEMPLARY	ACCOMPLISHED	COMPETENT	DEVELOPING	NULL
<b>Function</b>	<b>10 pts</b>	<b>7 pts</b>	<b>5 pts</b>	<b>2 pts</b>	<b>0 pts</b>
<u>Interactivity</u>	1. Global navigation signifier for Category pages 2. Escape hatch has been identified 3. Other Navigation cues apparent (intriguing branches, CTAs, etc.) 4. Form elements are intuitively designed and are appropriate for the chosen form's intent	All but <b>one</b> of the Interactivity concepts were present	All but <b>two</b> of the Interactivity concepts were present	All but <b>three</b> of the Interactivity concepts were present	More than <b>three</b> of the Interactivity concepts were not present
<b>Function</b>	<b>20 pts</b>	<b>17 pts</b>	<b>14 pts</b>	<b>10 pts</b>	<b>0 pts</b>
<u>Requirements</u> <small>* Additional points deducted for each missing wireframe</small>	1. Wireframes are high-fidelity, with call-outs 2. Three <b>Desktop</b> Wireframes total: Home, Service Request (HTML form page), and another project page of your choice 3. Three <b>Mobile</b> Wireframes total: Home, Service Request (HTML form page), and another project page of your choice 4. Labels / Dimensions are accurate and applied to all major content areas 5. There are no incomplete/blank content boxes and all final content is present (no Lorem Ipsum) 6. Links contain keywords that are relevant to the content they describe 7. Incorporated HTML form is complex in nature and has all necessary input fields, labels, and any other elements needed to support the form's intent 8. Black/white/shades of grey	All but <b>one</b> of the Requirements were present	All but <b>two</b> of the Requirements were present	All but <b>three</b> of the Requirements were present	More than <b>three</b> of the Requirements concepts were not present
<b>Form</b>	<b>20 pts</b>	<b>17 pts</b>	<b>14 pts</b>	<b>10 pts</b>	<b>0 pts</b>
<u>Visual Flow / Visual Hierarchy</u>	1. Visual flow reinforces overall compositional movement 2. Clever focal points were incorporated to promote identification of important information 3. Layout supports the intent of the interface (to obtain information) 4. Page hierarchy facilitates scanning through the use of consistent white space 5. Content components (titled sections, support content, page copy, links, etc.) vary by font sizes/treatment to effectively identify ranking w/in the content (for instance primary, secondary, page copy hierarchy) 6. Typeface consistency supports the overall design strategy and context	All but <b>one</b> of the Visual Flow / Visual Hierarchy concepts were present	All but <b>two</b> of the Visual Flow / Visual Hierarchy concepts were present	All but <b>three</b> of the Visual Flow / Visual Hierarchy concepts were present	More than <b>three</b> of the Visual Flow / Visual Hierarchy concepts were not present

## WIREFRAMES (cont.)

Form	20 pts	17 pts	14 pts	10 pts	0 pts
<u>Grouping &amp; Alignment</u>	Considerations for the following four Gestalt Principles have strengthened the overall visual presentation:  1. Proximity 2. Similarity 3. Continuity 4. Closure	All but <b>one</b> of the Grouping & Alignment concepts were present	All but <b>two</b> of the Grouping & Alignment concepts were present	All but <b>three</b> of the Grouping & Alignment concepts were present	More than <b>three</b> of the Grouping & Alignment were not present
Form	20 pts	17 pts	14 pts	10 pts	0 pts
<u>Craftsmanship</u>	1. Wireframes are complete, polished, and correct dimension (960px wide, max) 2. Aspect ratio of all UI components and text have been maintained (not skewed or stretched) 3. Alignments and spacing are precise 4. Sizing is to scale and what one would expect to find on an information- heavy site	All but <b>one</b> of the Craftsmanship concepts were present	All but <b>two</b> of the Craftsmanship concepts were present	All but <b>three</b> of the Craftsmanship concepts were present	Activity was not properly delivered
Usability	10 pts	7 pts	5 pts	2 pts	0 pts
<u>Design Patterns</u>	1. Intriguing branches (where necessary; Using contextual text instead of generic 'read more') 2. Titled sections 3. Intuitive form design 4. Left / right alignment and Input prompts (as they relate to form design)	All but <b>one</b> of the required Design Patterns were present	All but <b>two</b> of the required Design Patterns were present	All but <b>three</b> of the required Design Patterns were present	Activity does not fulfill appropriate design patterns

## STYLE TILES

Category	Exemplary	Competent	Developing	Null
Function	50 pts	40 pts	30 pts	0 pts
<u>Requirements</u> <small>* Additional points deducted for each missing tile</small>	<p>Fully formed inclusions of the following areas have been researched and presented for each of the two (2) tiles:</p> <ol style="list-style-type: none"> <li>Unique color palettes, with shades/tints and compliments</li> <li>Multiple typeface choices, including a display font and supporting serif or san-serif</li> <li>Variety of textures and/or visual patterns</li> <li>Examples of good visual designs for both <b>headers</b> and <b>footers</b></li> </ol>	All but <b>one</b> of the Requirements were present	All but <b>two</b> of the Requirements were present	More than <b>three</b> of the Requirements were not present
Form	40 pts	-	20 pts	0 pts
<u>Presentation</u>	<ol style="list-style-type: none"> <li>Content is organized and arranged in clearly labelled sections</li> <li>Sufficient UI elements have been included to fully demonstrate each visual concept</li> </ol>		All but <b>one</b> of the Presentation concepts were present	More than <b>two</b> of the Presentation concepts were not present
Form	10 pts	-	5 pts	0 pts
<u>Craftsmanship</u>	<ol style="list-style-type: none"> <li>Activity was developed and delivered completely, polished, and professionally</li> <li>Content is free of grammatical and spelling errors</li> </ol>		All but <b>one</b> of the Craftsmanship concepts were present	More than <b>two</b> of the Craftsmanship concepts were not present

## DESIGN COMPOSITES

CATEGORY	EXEMPLARY	ACCOMPLISHED	COMPETENT	DEVELOPING	NULL
<b>Function</b>	<b>10 pts</b>	<b>7 pts</b>	-	<b>4 pts</b>	<b>0 pts</b>
<b>Interactivity</b>	1. Global navigation signifier for Category pages 2. Other navigation cues apparent (intriguing branches, CTAs, etc.) 3. Form elements are intuitively designed and support the complex form's intent	All but <b>one</b> of the Interactivity concepts were present		All but <b>two</b> of the Interactivity concepts were present	More than <b>two</b> of the Interactivity concepts were not present
<b>Function</b>	<b>20 pts</b>	<b>16 pts</b>	<b>12 pts</b>	<b>8 pts</b>	<b>0 pts</b>
<b>Requirements</b> <small>* Additional points deducted for each missing composite</small>	1. At least three (3) <b>Desktop</b> Composites total: Home, Service Request (HTML form page), and another project page of your choice 2. At least three (3) <b>Mobile</b> Composites total: Home, Service Request (HTML form page), and another project page of your choice 3. All final content / imagery is present (no Lorem Ipsum, no placeholder graphics) 4. Design elements will support dynamic content 5. Keywords have been used effectively and are appropriate to the content they describe (keyworded links, titled sections, labeling, etc.) 6. Incorporated form has all necessary input fields, labels, and any other elements needed to support the complex form's intent	All but <b>one</b> of the Requirements were present	All but <b>two</b> of the Requirements were present	All but <b>three</b> of the Requirements were present	More than <b>three</b> of the Requirements concepts were not present
<b>Form</b>	<b>25 pts</b>	<b>21 pts</b>	<b>17 pts</b>	<b>13 pts</b>	<b>0 pts</b>
<b>Visual Flow / Visual Hierarchy</b>	1. Visual flow reinforces overall compositional movement 2. Clever focal points were incorporated to promote identification of important information 3. Layout supports the intent of the interface (to obtain information) 4. Page hierarchy facilitates scanning through the use of consistent white space 5. A primary, secondary, page copy hierarchy is present 6. Typeface consistency supports the overall design strategy and context	All but <b>one</b> of the Visual Flow / Visual Hierarchy concepts were present	All but <b>two</b> of the Visual Flow / Visual Hierarchy concepts were present	All but <b>three</b> of the Visual Flow / Visual Hierarchy concepts were present	More than <b>three</b> of the Visual Flow / Visual Hierarchy concepts were not present

## DESIGN COMPOSITES (cont.)

Form	25 pts	21 pts	17 pts	13 pts	0 pts
<u>Craftsmanship &amp; Follow-through</u>	<p>1. Composition is complete, polished, and correct dimension (960px wide, max)</p> <p>2. Aspect ratio of all images and text are maintained (not skewed or stretched) and have no discernible flaws (incorrect cropping/masking, poor quality, untreated)</p> <p>3. Use of imagery is appropriate and what one would expect to find on an information-heavy site (overuse/oversized images feel like 'content filler')</p> <p>4. Sizing/Spacing is to scale and what one would expect to find on an information-heavy site (i.e., without bulkiness of: content areas, text, whitespace, header, nav buttons)</p> <p>5. Design strategy reflects the targeted audience and genuinely satisfy site intent (to obtain information)</p> <p>6. Form components have been treated</p>	All but <b>one</b> of the Craftsmanship concepts were present	All but <b>two</b> of the Craftsmanship concepts were present	All but <b>three</b> of the Craftsmanship concepts were present	More than <b>three</b> of the Craftsmanship concepts were not present
<b>Form</b>	<b>20 pts</b>	<b>14 pts</b>	-	<b>8 pts</b>	<b>0 pts</b>
<u>Use of Color</u>	<p>1. Composition is without color issues (e.g., bad contrast, bad gradients, mis-matched color tones)</p> <p>2. The UI has been treated with the best possible color palette</p> <p>3. Color placement within the UI is effective and consistent; supporting the overall user experience</p>	All but <b>one</b> of the Color concepts were present		All but <b>two</b> of the Color concepts were present	More than <b>two</b> of the Color concepts were not present

**VIDEO PRESENTATION**

Category	Exemplary	Competent	Developing	Null
<b>Function</b>	<b>50 pts</b>	-	<b>35 pts</b>	<b>0 pts</b>
<u>Requirements</u>	Fully formed inclusions of the following areas have been researched and presented:  1. Each page of design, indicating intent of elements 2. Style Tiles and preliminary concept information 3. Supporting materials (i.e. competitor sites, target audience information)	All but <b>one</b> of the Requirements were present	All but <b>one</b> of the Requirements were present	More than <b>two</b> of the Requirements were not present
<b>Form</b>	<b>40 pts</b>	-	<b>20 pts</b>	<b>0 pts</b>
<u>Presentation</u>	1. Content is direct and concise, with clear preparations made and oriented to the client 2. Video has been properly prepared with audio/video adjustments, transitions, supporting graphics, etc.	All but <b>one</b> of the Presentation concepts were present	All but <b>one</b> of the Presentation concepts were present	More than <b>two</b> of the Presentation concepts were not present
<b>Form</b>	<b>10 pts</b>	-	<b>5 pts</b>	<b>0 pts</b>
<u>Craftsmanship</u>	1. Activity was developed and delivered completely, polished, and professionally 2. Content is free of grammatical and spelling errors	All but <b>one</b> of the Craftsmanship concepts were present	All but <b>one</b> of the Craftsmanship concepts were present	More than <b>two</b> of the Craftsmanship concepts were not present

**USER TEST**

Category	Exemplary	Competent	Developing	Null
<b>Function</b>	<b>50 pts</b>	-	<b>35 pts</b>	<b>0 pts</b>
<b>Requirements</b>	Fully formed statements for the following areas have been researched and presented:  1. User Test Script 2. User Test Questionnaire 3. Collection of feedback from at least two (2) peers and two (2) outside participants		All but <b>one</b> of the Requirements were present	More than <b>one</b> of the Requirements were not present
<b>Form</b>	<b>40 pts</b>	-	<b>20 pts</b>	<b>0 pts</b>
<b>Presentation</b>	1. Content is direct and concise, with clear preparations made and oriented to the client 2. Visual styles have been applied to create a professional and organized appearance		All but <b>one</b> of the Presentation concepts were present	More than <b>one</b> of the Presentation concepts were not present
<b>Form</b>	<b>10 pts</b>	-	<b>5 pts</b>	<b>0 pts</b>
<b>Craftsmanship</b>	1. Activity was developed and delivered completely, polished, and professionally 2. Content is free of grammatical and spelling errors		All but <b>one</b> of the Craftsmanship concepts were present	Activity was not properly delivered

## PROJECT DELIVERY

CATEGORY	EXEMPLARY	ACCOMPLISHED	COMPETENT	DEVELOPING	NULL
<b>Function</b>	<b>10 pts</b>	<b>7 pts</b>	<b>5 pts</b>	<b>2 pts</b>	<b>0 pts</b>
<u>Interactivity</u>	1. Global navigation signifier for Category pages 2. Escape hatch provided and functional 3. Other Navigation cues apparent (intriguing branches, CTAs, etc.) 4. Form elements are coded with proper structure and are intuitively designed and appropriate for the chosen form's intent	All but <b>one</b> of the Interactivity concepts were present	All but <b>two</b> of the Interactivity concepts were present	All but <b>three</b> of the Interactivity concepts were present	More than <b>three</b> of the Interactivity concepts were not present
<b>Function</b>	<b>30 pts</b>	<b>26 pts</b>	<b>22 pts</b>	<b>18 pts</b>	<b>0 pts</b>
<u>Requirements</u>	1. The final site must match corresponding Wireframes and Design Composites 2. Final content in place with final treatment, spacing, and placement 3. UI design elements support dynamic content (should survive one text-size increase) 4. There are six, coded pages, total (see Project Requirements for detailed information) 5. Individual page size must not exceed 100k 6. The final site responsively adjusts UI to best meet site goals in at least 3 pre-determined viewing ratios (e.g. mobile, tablet and desktop) 7. An appropriate effort has been made toward cross-compatibility in all modern browsers	All but <b>one</b> of the Requirements were present	All but <b>two</b> of the Requirements were present	All but <b>three</b> of the Requirements were present	More than <b>three</b> of the Requirements concepts were not present
<b>Form</b>	<b>20 pts</b>	-	<b>12 pts</b>	<b>8 pts</b>	<b>0 pts</b>
<u>Markup &amp; CSS</u>	1. The final site must be an iterative match to corresponding prior code submissions 2. Without styles, the content order and hierarchy is clear; the site's intent remains apparent 3. There are no HTML/CSS validation issues (additional points may be removed for excessive correctable errors or warnings)		All but <b>one</b> of the Markup & CSS concepts were present	All but <b>two</b> of the Markup & CSS concepts were present	More than <b>two</b> of the Markup & CSS concepts were not present

**PROJECT DELIVERY (cont.)**

Form	30 pts	26 pts	22 pts	18 pts	0 pts
<u>Overall Execution</u>	<p>1. Content is engaging, plentiful, and laced with keywords</p> <p>2. Images are good quality and optimized; best compression used</p> <p>3. Apply learned HTML / CSS 'best practices' (i.e., standards compliancy, accessibility considerations, external stylesheets etc.)</p> <p>4. Slices are precise and all slices made are necessary (i.e., use of basic CSS in lieu of imagery) design must support dynamic content</p> <p>5. There are no problems with document flow and/or CSS presentation (i.e., floating issues)</p> <p>6. There are no issues regarding fundamental Gestalt principals (Proximity, Similarity, Continuity, Closure)</p> <p>7. All links 'functional' (dead links ok, except for primary navigation items)</p>	All but <b>one</b> of the Overall Execution concepts were present	All but <b>two</b> of the Overall Execution concepts were present	All but <b>three</b> of the Overall Execution concepts were present	More than <b>three</b> of the Overall Execution concepts were not present
Form	10 pts	7 pts	5 pts	2 pts	0 pts
<u>Craftsmanship &amp; Follow-through</u>	<p>1. Project was developed and delivered completely, polished, and professionally</p> <p>2. Student has incorporated comments from previous deliverable submissions (i.e., Wireframe feedback, Design Composite feedback, User Test feedback, etc.)</p> <p>3. Aspect ratio of all UI components and text are maintained (not skewed or stretched)</p> <p>4. Alignments and spacing are precise</p> <p>5. UI aesthetics appear final and enhance/support the overall UX</p>	All but <b>one</b> of the Craftsmanship concepts were present	All but <b>two</b> of the Craftsmanship concepts were present	All but <b>three</b> of the Craftsmanship concepts were present	More than <b>three</b> of the Craftsmanship concepts were not present



*There will always be another stunning  
view @ Marina Bay by [williamcho](#)*

## Examples

### Successful Student Work

A directory-based collection of some of the best work produced in both the Online and Campus WSP courses, including completed sites as well as planning documents (i.e. Wireframes, Design Composites).

<http://wddbs.com/wsp/bestof/>