Study Preparation Guide



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1. Introduction



Image Creative Commons: WOCINTECH CHAT., 2016. Flickr Photostream [viewed 9 October 2016]. Available from: https://www.flickr.com/photos/wocintechchat

This Study Guide is aimed at first year (Level 4) undergraduates who are undertaking the Digital Creativity COM420 module which involves a coursework task to produce a design artefact and an accompanying report which documents the research, design and implementation.

Although some of the advice will be useful for other modules and levels of study. Remember report structure and requirements will vary on different modules, always make sure you ask your tutor what the appropriate structure before submission.

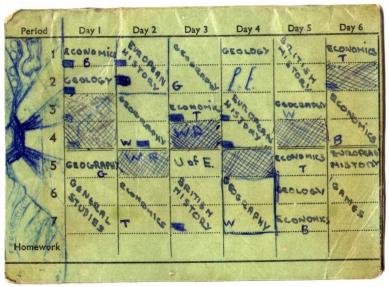
2. Organisation.

Being an undergraduate is a full-time job and requires 1200 hours of study per university year (200 hours per 20 credit unit) two thirds of this is independent study.



Creative Commons: John Walker

Avoid leaving an assignment to the last minute. Consider that not only will there be other assignments to complete, but also there are still classes to attend, work and family commitments. So, having an organised routine <u>creating a study</u> <u>timetable</u> which includes all other commitments and deadlines is crucial.



Creative Commons: Smabs Sputzer

2.1 All-Nighters

You will study three modules at a time and in most cases, there will be several week or months to work on assignments. It is a good to put in nine to ten hours of independent study for unit studies each week, rather than pulling a number of stressful all-nighters before the deadline. This will allow review and amendment of the work, as well as giving more time to get help from tutors and support staff.



Creative Commons: hackNY.org

3. Study Locations

Studying can be a challenge, balancing other commitments and avoiding procrastination. A study routine is important to establish, but also choosing a study location. It might be a good idea to experiment with different places and times of day to see what works best.



Studying in the library might be less distracting than in student accommodation, the library offers a variety of different study so find one that suits you the best. Also studying can be isolating, so having a "study buddy" might be a good idea.

4. Difference between an essay and a report

An essay is a persuasive argument where the author "wins over" the reader to their point of view. It will start off with asking a question. Essays will have blocks of text rather than sections and subsections and will rarely contain figures, tables or diagrams



Creative Commons: GotCredit

Reports are based on facts such as research data or the documentation of a project. Reports will contain sections and subsections that have a structured order. Reporting will be backed up with figures, tables and diagrams. A report starts off with an aim and will conclude with discussion of results and recommendations.

5. What are sources?

Books, journals, periodicals, articles, conferences (YouTube), online documentation e.g. software, framework and design guidelines and blogs, but make sure to cite from bloggers who have some standing within their field.



Creative Commons: Derek Hatfield

6. Research

It is easy when writing a report to just dive in and start writing. Writing the report should a final task once all the research planning and the production of product has taken place. It should really be a matter of <u>organising all the information</u> and documentation already assembled. It might have too much information, which will need to be edited down.



Creative Commons: Tulane Publications

6.1 Documenting and organising research sources

A good starting point would be to compile all research sources into a Bibliography list in the <u>Solent University (SU) Harvard style</u>. Use <u>Refworks</u> which is an excellent application especially for capturing web site sources, both offer extra functionality such as word-processing plug-in for in-text citation.



Creative Commons: CollegeDegrees360

Capture sources to refer back to, this is called a project library, which is a "scrapbook" of all research sources, traditionally these were "hard-copy" such as note books and folders, but there are a number of digital online cloud-based options available.



Creative Commons: <u>Dean Terry</u>

You will be collecting diagrams, tables, images (figures), papers, journals, tutorials, articles etc. but whatever you choose to store these it is important that you know the context of why you have collected them, as it could be several weeks or months before you will be writing up the final report, so make sure you have documented their usefulness.

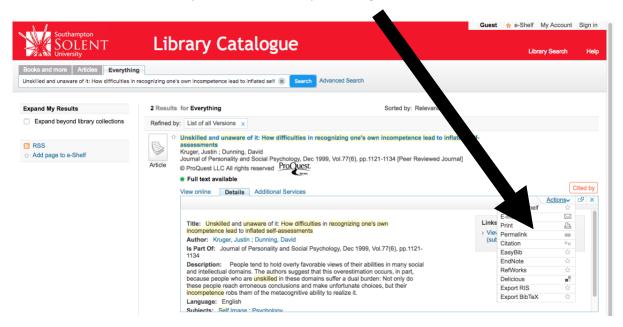
6.2 Digital tools for collecting project resources



<u>Microsoft's OneNote</u> can collect a wide variety of sources including books, web sites, photographs, videos, lists and reminders. The app is available on most platforms and organises information in Notebooks and the use of tags. Other apps are available such as <u>Trello.com</u>, <u>Slack.com</u> <u>Notion</u> and <u>Evernote.com</u>

6.3 Capturing and storing sources

It is best to collect all your sources in a Bibliography list using <u>Refworks</u> which can have sources sent directly from the library catalogue.



Approach the report with an aim which the problem will be to be solved or the research question to answer.

6.4 Keywords

Select keywords to enable the research e.g.: menu bars, navigation, mobile apps, mobile app navigation, web app navigation, menus, hamburger menus, HCI, usability



Creative Commons: Daniel Lee

6.5 Scrutiny of research sources

It is important that sources are relevant, proven and up-to-date.

Analyse the content:

- Year of publication
- Are they facts or opinion?
- Is it objective or impartial?
- Is it peer reviewed?

Is it primary (original author) or secondary (an author writing about the finding/ideas of another author or theorist)?

Is it easy to read accessible and clearly set out? Is the article/paper/book/report trying to sell something - is it objective or subjective?

Does the source reference to other sources that are mainstream or an outlier (inline or goes against current thinking and practices)?

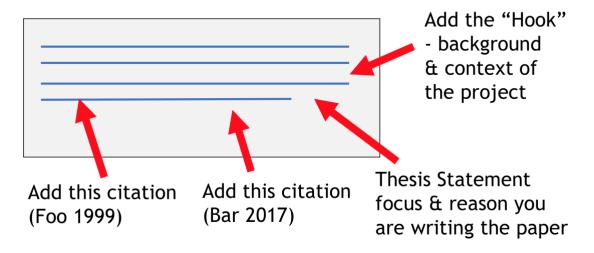
Reliability - if it is an online source, do all the links still work or if it is a hard copy, are the conveyed ideas still valid and up-to-date?

7. Outline report content

There will be a word count to work within, so for example this is could be 2000 words, list all the required sections and added subsections, then allocate how many words there needs to be written in each of these sections. Also list the references, figures and appendix links see (Appendix A) for details.

When writing sections and subsections it is important that everything is back up with referenced sources.

Introduction (350 words)



8. Referencing sources

There are a number of variations of the Harvard referencing style, so make sure to use the correct SU format.

Here is an example of an in-text citation using Harvard (author date) method: Marrcotte (2010) describes responsive web design as...

And here is an example of how this item would be presented in the reference list at the end of the report - As this is a website it has the date it was viewed and web address (URL):

MARCOTTE, E. (2010). Responsive Web Design [viewed 20 January 2018]. Available from: http://alistapart.com/article/responsive-web-design

When referencing a book, this is slightly different as the publisher and publish location need to be included:

KEITH, J., 2010. HTML5 For Web Designers. New York, USA: A Book Apart

Example of a journal entry:

KRUGER, JUSTIN & DUNNING, DAVID, 1999. Unskilled and Unaware of It: How Difficulties in Recognizing One's Own Incompetence Lead to Inflated Self-Assessments. (Statistical Data Included). *Journal of Personality and Social Psychology*, 77(6), pp.1121-34.

It is a good idea to add (manually) the <u>Digital Object Identifier: DOI</u> to the bottom of the journal reference like this:

KRUGER, JUSTIN & DUNNING, DAVID, 1999. Unskilled and Unaware of It: How Difficulties in Recognizing One's Own Incompetence Lead to Inflated Self-Assessments. (Statistical Data Included). *Journal of Personality and Social Psychology*, 77(6), pp.1121-34. http://dx.doi.org/10.1037/0022-3514.77.6.1121

8.1 Block quotes

Block quotes or direct citations are presenting ideas of others exactly as they had been written by the original author, they should be used sparingly especially in technical reporting. It is best to put the ideas of others in your own words - paraphrasing, but be careful when paraphrasing - see section 9.2 for details. Block quotes are not included in the word count.

Always make sure the reader can distinguish between your own reporting and the presentation of the work of other authors, there are a number of ways this can be done;

Placing the block quote in speech marks set out with a line space above and below the block:

Do Bushwick accusamus XOXO, DIY tilde retro tofu. Qui Blue Bottle freegan kale chips. Fanny pack Banksy cornhole, hashtag Brooklyn mumblecore retro drinking vinegar forage four loko next level.

"I used to lie awake all night, thinking: 'where is he now, the man who wronged me? He is laughing at me with another woman, most likely. If only I could see him, if I could meet him again, I'd make him pay... At night I used to lie sobbing into my pillow in the dark, and I used to brood over it... I couldn't believe myself. Am I so abject?"

(Dostoyevsky 1930, p.394)

Disrupt single-origin coffee Intelligentsia paleo laboris ugh. Godard PBR chambray, 90's cardigan occupy cillum aute before they sold out kitsch exercitation reprehenderit meggings et esse.

Our indented and/or italicising the block quote:

McSweeney's narwhal delectus Bushwick. Do Bushwick accusamus XOXO, DIY tilde retro tofu. Qui Blue Bottle freegan kale chips..

I used to lie awake all night, thinking: 'Where is he now, the man who wronged me? He is laughing at me with another woman, most likely. If only I could see him, if I could meet him again, I'd make him pay... At night I used to lie sobbing into my pillow in the dark, and I used to brood over it... I couldn't believe myself. Am I so abject?

(Dostoyevsky 1930, p.394)

Disrupt single-origin coffee Intelligentsia paleo laboris ugh. Godard PBR chambray, 90's cardigan occupy cillum aute before they sold out kitsch exercitation reprehenderit meggings et esse.

It is always best to keep direct citation short, and if this is the case, it can be presented in-line within the text, but remember to set it in speech marks followed by the in-text reference source containing the author, date and page number.

9. Approaches to academic writing

Various tasks will need to be undertaken when writing an academic paper, these might be:

Analyse, compare & contrast, critically evaluate, define, describe, discuss, examine, explore, illustrate, justify, outline, summarise and state.

9.1 Reporting Verbs

It is common practice in academic to use (<u>reporting</u>) <u>verbs</u> to present the ideas and theories of others. "It is repetitive and boring to write 'Smith says...' over and over again." (<u>Miller and Velliaris 2009</u>) this is a good idea to vary the use of verbs within the reporting:

accepts, acknowledges, adds, admits, advises, advocates, agrees, alerts, alleges, announces, argues, articulates, asserts, assures, believes, boasts, claims, clarifies, comments, complains, concedes, concludes, confirms, feels, finds, forgets, guarantees, guesses, hopes, hypothesises, imagines, implies, indicates, infers informs, insists, justifies, knows, maintains, notes, observes, persuades, points out, posits, postulates, promises, proposes, proves, questions, realises, reasons, reasons, recognises, recommends, remarks, reminds, reports, reveals, shows, speculates, states, stresses, suggests, suspects, tells, theorises, thinks, understands, urges, warns

9.2 Paraphrasing

"Paraphrasing is often defined as putting a passage from an author into "your own words." But what are your own words? How different must your paraphrase be from the original?" (University of Wisconsin-Madison 2017)

Poor or unacceptable paraphrasing is where the original work has been rearranged into a new pattern. In this example, it first appears that the writing is all the student's "own" words, they even acknowledge the source, but there are no quotation marks.

Logos are supposed to be the face of a company; they are a visual representation of a company's unique brand identity. This is portrayed through colours and fonts, or even marks (Gillikin 2036). This is why every company needs to ensure they create a logo in order to be successful. Logos are also an easy way to referring to the company verthin advertising and marketing materials to promote themselves. In most cases providing an anchor point for various design choices in other marketing materials used by the business (Gillikin 2016).

The plagiarism checker shows the mix between the student's "added" words and that of the original author, highlighted here in purple.

9.3 Signposting

It is important that each of your paragraphs and sections quantify what point you are trying to get across, so by using <u>signposting</u> you can be explicit in leading the reader from paragraph to paragraph and section to section with linking words and phrases.



Such as:

The aim of this report is to...
Firstly... & Secondly...
Another approach...
Having established...
However, this idea conflicts...
This report has focused on...
In conclusion...

"Signposting sentences explain the logic of your argument. They tell the reader what you are going to do at key points in your assignment."

(De Montfort University 2017)

10 Academic Writing styles



10.1 First person example:

needed a drink, needed a lot of life insurance, needed a vacation, needed a home in the country. What had was a coat, a hat and a gun. put them on and went out of the room.

(Chandler 1940)

10.2 Second person example:

You keep thinking that with practice you will eventually get the knack of enjoying superficial encounters, that you will stop looking for the universal solvent, stop grieving. You will learn to compound happiness out of small increments of mindless pleasure.

(McInerney 1987)

First and second person focuses on the author were as third person writing puts the emphasis on the subject, which will present impartial analysis.

10.3 Third person example:

In many states, prisons have few rehabilitation programs. (STLCC.EDU 2013)

11. Report structure

Report structures will vary, so check in the assignment brief or discuss the options with your tutor.

11.1 Coversheet

This will need to have name, the assignment's name/number, course name, school name, academic year, date and tutors name.

11.2 Summary (Academic term: abstract)

This is a very short summary, ideally one paragraph of the entire report/research project including the conclusions. It is not an introduction, so write this last. Abstracts are designed to be used are stand-alone item, so they should be presented on an un-numbered page and avoid in-text citation.

Find journals and papers through the library catalogue within the research area to get a flavour of how abstracts are written.

11.3 Contents

Contents page should contain page numbers sections and subsections:

- 1. Main Section
 - 1.1 Subsection
 - 1.1.1 Sub-Subsection

Page numbers should align to the right. Most word-processors will have a style sheet function to create a contents page based upon section headings.

Contents
1. Introduction
1.1 Background
1.2 Context
1.2.1 Off-the-Shelf vs. Custom Built2
1.3 Aims and Objectives3
2. Methodology
2.1 Communications6
2.2 Methodology Artefacts7
2.3 Testing 8
2.4 Data Collection 8
2.5 Tools9
2.5.1 Laravel9
2.5.2 Git and GitHub10
2.5.3 HEROKU

11.4 List of figures

This is a list of all the figures; diagrams photographs screenshots etc. that appear within the report. These should be structured with the figure number, the figure title, description and then the Harvard reference source. If the figure was created by you, the will be no need to include the Harvard source, only the figure number and the figure title/description. A report can also have a list of tables.

Here is an example of a list of figures:

Figure 1: 2014 Logo Trends

GARDNER, 2014. 2014 Logo Trends [viewed 15 November 2014]. Available from: https://www.logolounge.com/article/2014logotrends#.VJRtAA5xlw

Figure 2: ABC Logo

LOGOS.WIKIA.COM, 2010. ABC (United States) [viewed 15 October 2014]. Available from: http://logos.wikia.com/wiki/American_Broadcasting_Company

11.5 Introduction

An introduction is an expansion of your project title with a clear definition of the design problem/task. It sets the report into context, it gives background information. It will present a clear statement of your purpose - It should set the scene: Why did you carry out the project/research? background, facts, historical context fr current situation

It will also indicate the scope of your project/research and define any key terms which aid understanding in the introduction.

11.6 Research and analysis (Academic term: literature review/survey)

The research section should be broken down into subsections, these will depend on what topics and areas will be research. Make sure the reporting in sourced with intext referencing in the SU Harvard the style.

Your research should be focused avoid discussing generalities or design history lessons. Discuss and reference to design work/ideas that will inform your design process and fulfil the aim of your project.

In academic writing the <u>literature review or literature survey</u> is a standard task. A literature review is written to bring the reader up to speed with theories and approaches associated with the report topic. Find examples of a literature reviews at Succeed at Solent on the Portal.

11.7 Presentation of visual examples

If the report is covering visual design show plenty of visual examples. All visual examples within the report should be presented using a figure system in the form of a caption underneath each figure, which contains the figure number followed by the title/description. These will link to a figures list at the front of the report after the contents page. There can also have a list of tables that follow the same structure.

11.8 Clear and to the point reporting

Where possible it is a good idea to use lists, diagrams, visual examples and tables. For example, producing comparison tables (information in tables is not included in the word count:

Adobe After Effects	Adobe Edge Animate	Adobe Photoshop	Tumult Hype 2/Pro
After Effects is the most	Designed for creating animations	Although mainly used for	Hype is the simplest of all of the
powerful of the software	suitable for the web, Edge	generating static graphics,	candidates, although it's export
candidates reviewed. It is used	Animate doesn't offer the vast	Photoshop can be used to create	options make a strong case for
by professionals in the video	range of features that After	animated GIF's. However, much	usage in this project.
production business to create	Effects does. However, this can	like Edge Animate, Photoshop	
graphics for movies, TV shows,	also be viewed as a positive as it	lacks many of the tools that are	Although lacking realistic physics
and websites.	is easier to pick up.	offered by After Effects.	engines, it does allow for basic
		200	motion smoothing (ease-in, ease-
It is also the only candidate that	It's export options are also ideal	The option of exporting only as	out, ease-in-out etc.).
offers advanced physics engines	for the project brief, in the fact	a GIF could also be an issue,	100
to create realistic motions and	that it will output to HTML5	given that this project's brief	However it should be noted that
paths.	compliant code.	requires a two-minute animation.	Hype 2's successor (Hype Pro),
	100	The resulting file would either	although in beta, does allow for
Although it is a strong candiate,		be very large, or as a result of	more advanced control over
it is a complex application and		compression, very low quality.	motion smoothing.
would require additional learning.			

Do not "choke out" the report with too many; instead link to appendices with further illustrations, evidence and examples

11.9 Research conclusions

It is a good idea to warp up this section with a conclusion. These research conclusions can be revisited within the final conclusions and recommendations section.

11.10 Evaluation

The academic term for this section would be Methodologies/Methods, it is what drives your project, it covers your approach and how you evaluated, tested and collected data. Describe how you will evaluate your project success including a feedback strategy presentation. You may want to survey opinions about your design work/project -feedback - Qualitative feedback - opinions, interviews,

perspectives and observations (Subjective) you can do this through surveys/questionnaires and/or <u>Quantitative feedback</u> the collection of data numbers/data/statistics (Objective).

This section should describe when and how you will get feedback throughout your project lifecycle including how many people you will survey (sample size). What you will ask them and/or what testing and experiments you will undertake and how you collected data and how you will process the results.

This section should also include time management (74 hours) and project milestones. This section should be written in past tense.

11.11 Requirements

Outline of project design needs, features and functions. This will consist of a short overview in paragraph form and a list of the project's or client's needs.

If creating a production/design concept this will be a list of features and functionality that the build/design/project needs to include.

11.12 Design & Planning - Iteration

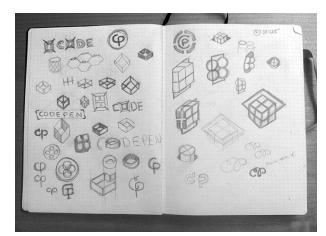
The design section will discuss the approach to design, describe your design process on your own words, avoid using and online design process/diagram, but you can create you own diagram/flow chart if you wish.

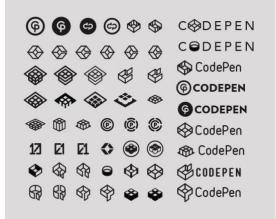


DANNAWAY.,A. 2012. Design Portfolio of Adham Dannaway [online] [viewed 20 Oct 2018]. Available from: http://www.adhamdannaway.com

Implementation -documentation of the design process. If the project involves the documentation of a product or artefact, there will need to be a design section. Design ideas will be based upon the research conclusions. Avoid creating a product or artefact without undertaking an initial design process.

This section will contain rough ideas (iterations) hand-drawn or Low fidelity planning, refinement based on feedback & production of medium fidelity, planning documentation of the production of the logo/design outputs & style guide to a modern design style. Below is the documentation of the iteration process used to create the codepen.io logo:







source: blog.codepen.io

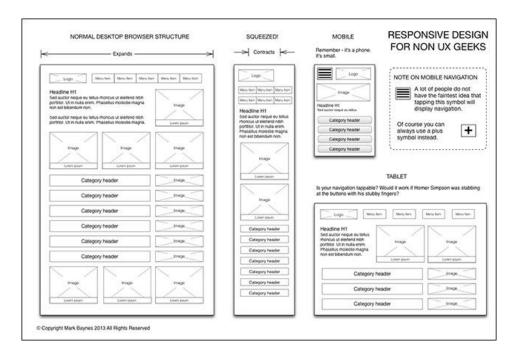
The example above is the iteration design process for creating logo, there are difference design methods for creating interactive products; such as wire-framing (Appendix B) and prototyping.



Image source: stanford.edu

Documentation of the design process is an important part of the project. It proves that all the possible options have been looked at and current design styles have

been analyse and apply these to your own practice.



11.13 Design Style sheet

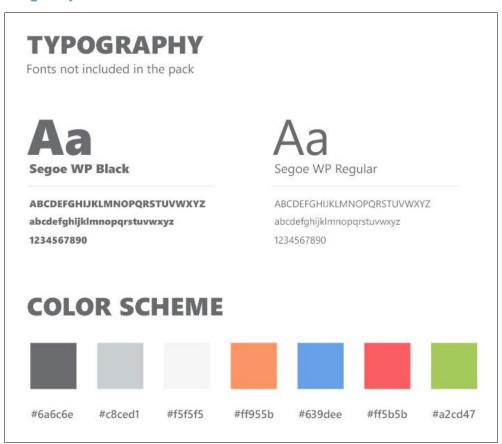


image source: Ghani Pradita - behance.net

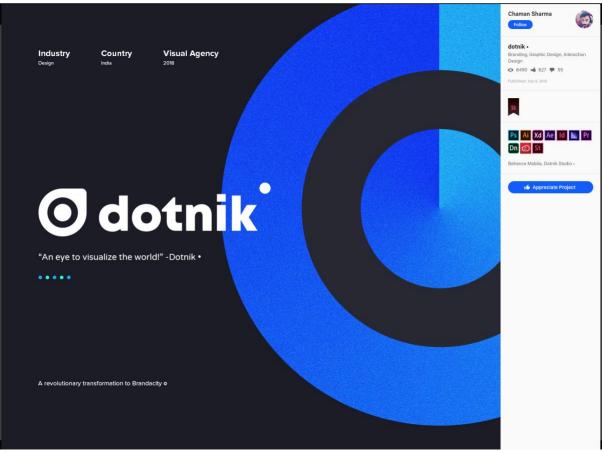
It is good practice when creating an artefact such as a design concept or interactive products such as a websites or apps to produce a design style-sheet that incorporates colour swatches and typographical options.

What should be included within style-sheet will vary depending on the output, interactive or printed. (Appendix C).

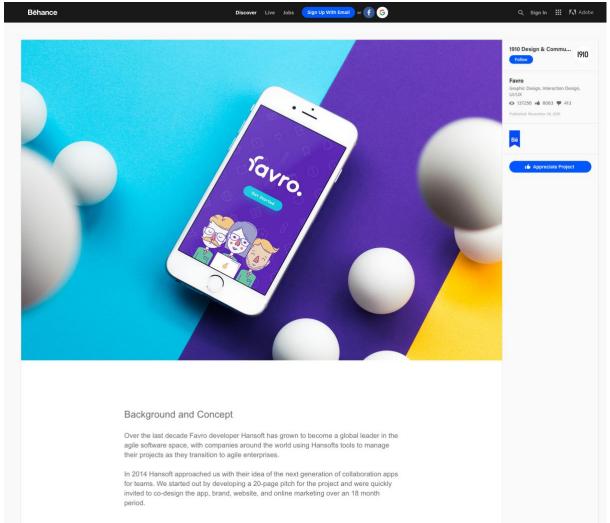
11.14 Presentation final design outputs

Present the final results at the end of the implementation section, which can feature screen captures and illustrations of the finished design. Present one per page pf your report you may wish to present the A3 landscape in you report using a section break.

You are also required to present you final outputs on the <u>behance.net</u> online portfolio platform



BEHANCE, 2018. Top Creative Work On Behance [online] [viewed 20 Oct 2018]. Available from: https://www.behance.net/gallery/66888637/dotnik-



BEHANCE, 2018. Favro [online] [viewed 20 Oct 2018]. Available from: https://www.behance.net/gallery/45754829/Favro

11.15 Results

Presentation feedback/testing/evaluation as discussed in the Evaluation (feedback strategy) section

11.16 Conclusions/Recommendations

Remind the readers of the aim of the report project, avoid adding new information, and revisit the research finding. Discuss the evaluation of the project based on the methods section; results of user feedback and testing.

Have a separate section if you have any recommendations that would highlight future developments for the project moving forward.

11.17 Reference list

This is a list in alphabetical order in the Harvard style of all the citations in-text referencing used throughout the report.

Here is an example of a reference list:

ARMBRECHT, J. and T.D. ANDERSSON, 2017. Event impact. Abingdon: Routledge

BBC, 2017. *Huge Spain unity rally held in Barcelona* 2017. [viewed Oct 8, 2017]. Available from: http://www.bbc.co.uk/news/world-europe-41544849

BASSOT, B., 2016. The reflective journal. 2nd ed. London: Palgrave

BECKER, L.M. and J. VAN EMDEN, 2016. *Presentation skills for students*. 3rd ed. London: Palgrave

WEINSTEIN, E., 2017. Adolescents' differential responses to social media browsing: Exploring causes and consequences for intervention. Computers in Human Behaviour, 76 (Supplement C), 396-405

11.18 Bibliography list

The bibliography list contains everything that has been looked at throughout the course of the research, but not referenced to within the report. As mentioned above it is a good idea to start off with a bibliography list, then once an item has been used in the report, move the list item from the bibliography list into the reference list. The structure of the bibliography list is exactly the same as the reference list; listed alphabetically with the author's surname or website name, in the SU Harvard style

11.19 Appendices

These are listed as Appendix A, Appendix B, etc. if it is a large report number system might be better to avoid running out of alphabetical letters.

Results from HTML5 compatibility test (Appendix B) demonstrate that HTML5 on desktop results in 79.4% overall compatibility score of mpared with 77.9% on tablet and 79.2% mobiles for the latest browser versions. Figure 2 clearly shows the increased compatibility of HTML5 over the last 4 years.

APPENDIX B - HTML5 Compatibility Test

Desktop 1

Browser	Chrome	Firefox	IE	Opera	Safari
Version	31	26	11	18	7.0
Score (/555)	503	446	363	494	397
Percentage	90.6%	80.4%	65.4%	89%	71.5%
Total Score					2203
Average Score					440.6
Average %					79.4%

Tablet 2

Browser	Android	Blackberry	Chrome	Firefox	IE	iOS	Opera
Version	4.4	2.1	30	25	11	7.0	16
Score (/555)	424	412	484	462	363	412	471
Percentage	76.4%	74.2%	87.2%	83.2%	65.4%	74.2%	84.9%
Total Score						3023	
Average Score						432.6	
Average %							77.9%

- [1] LEENHEER, N., 2013. HTML5 Test: how well does your browser support HTML5? Desktop Browsers [online]
 [viewed 9 January 2014]. Available from: http://html5test.com/results/desktop.html
- [2] LEENHEER, N., 2013. HTML5 Test: how well does your browser support HTML5? Tablet [online] [viewed 9 January 2014]. Available from: http://html5test.com/results/tablet.html

Each appendix should link to an in-text reference within the report: (Appendix A). Appendices are not included in the word count; they are evidence that supports the reporting. Appendices should not contain anything that looks like reporting, for example using in-text citation i.e. (Blogs 2015). Stick to diagrams, images and comparison tables. Appendices should be self-contained, so if there is a need to reference to an external source use a footnote system incorporating numbers in the superscript format:

Responsive Design¹

1. MARCOTTE, E., 2014. *Responsive Web Design*. 2nd Second. New York, NY: A Book Apart

References - Support Links



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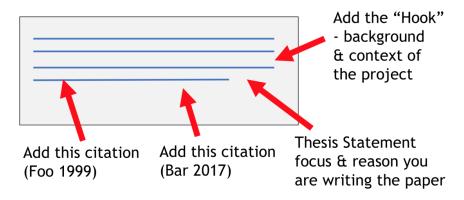
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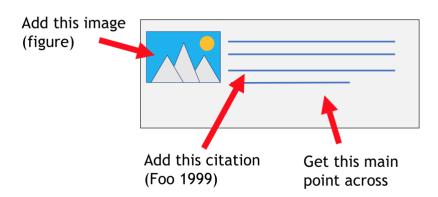
Appendix A - Report Outline

Introduction...350 words
Section 1......400 words
Section 2.....400 words
Section 3.....350 words
Conclusions....500 words
Total 2000

Introduction (350 words)



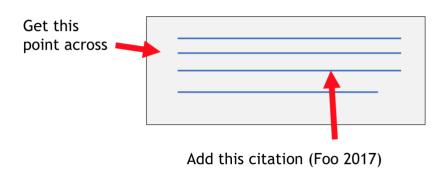
Section 1 (400 words)



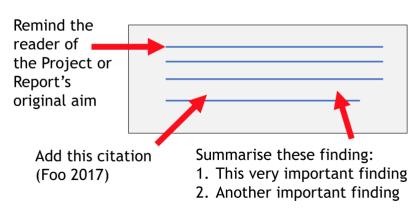
Section 2 (400 words)



Section 3 (350 words)



Conclusions (500 words)



Appendix B - Wire-framing

Sketching (Low fidelity) wireframe planning

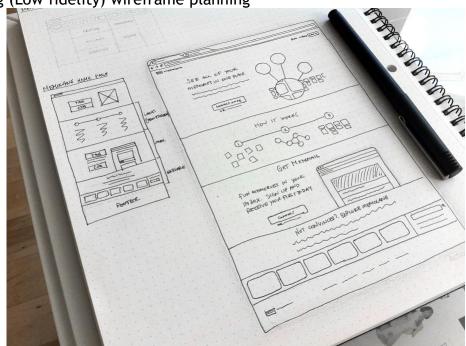


Image source: psdmockups.com

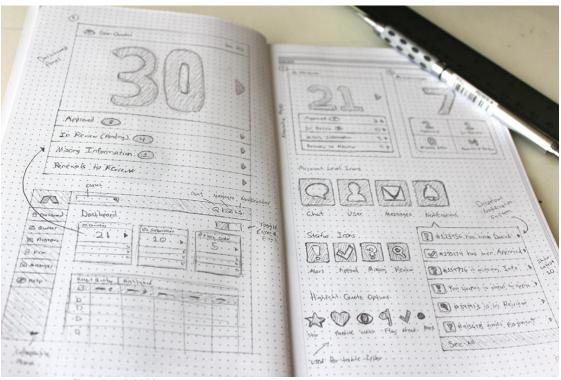
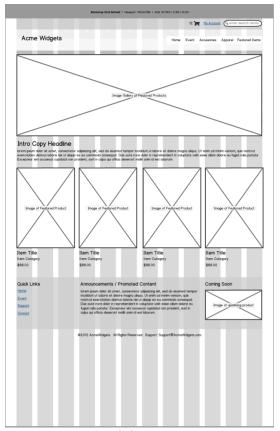
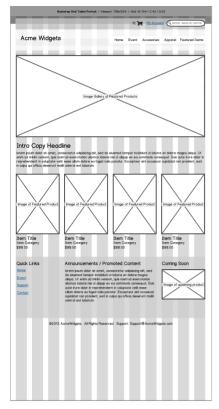


image source: Chris No - dribbble.com

Design to the Grid





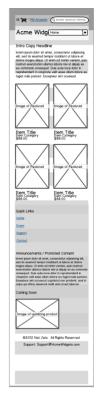


image source: acme.mybalsamiq.com



https://www.instagram.com/jeroenvaneerden

Medium Fidelity Wire-frame planning



Image source - tutsplus.com

Responsive Wire-frames (Medium Fidelity)

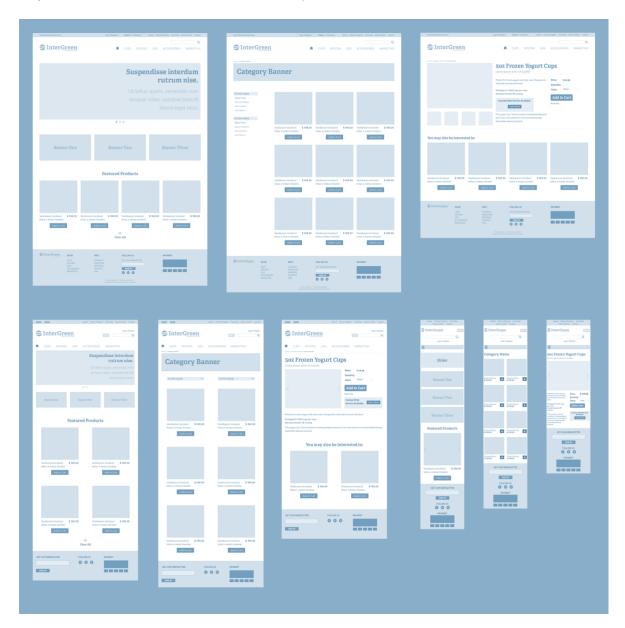


image sources - dribbble.com

Interactive Medium Fidelity wire-frame flowcharts



Appendix C - User Interface (UI) Style-Sheets



Image source: Chris No - dribbble.com

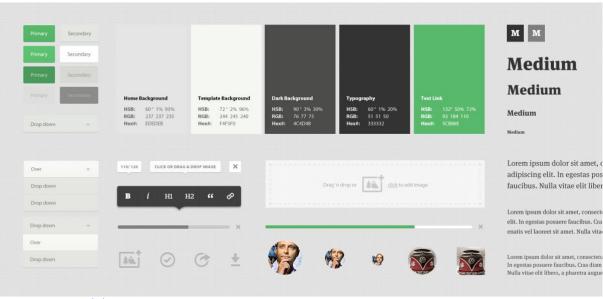


image source: speckyboy.com