COMP506 Interactive Digital Media

Programme:	BAppIT, DipICT Level 5, CertICT Level 5
Course:	Interactive Digital Media
Module code:	**COMP506**
Due:	**Refer to the Moodle Timetable for due date**
Weightings:	35% of final grade, Marks out of 100
Task:	Deliver an Interactive Digital Solution

LEARNING OUTCOMES

This assessment covers selected topics from learning outcomes 1 and 3.

- LO1: Create accessible interactive digital media
- LO2: Apply knowledge and concepts of business analysis
- LO3: Apply knowledge and concepts of user experience and interface design
- LO4: Effectively communicate and work in a team

SUMMARY OF ASSESSMENT

The assessment is the delivery of a digital solution for the Company website that delivers Virtual Hiking or Virtual Walking as outlined in the design brief from the previous assessment. Your knowledge of the topics and your ability to present the digital solution professionally in accordance with the criteria shall be assessed.

PRESENTATION AND GROUP WORK ACTIVITY GRADING

The assessment has TWO sections:

	Criteria	Marks
1	Interactive Digital Solution Delivery	75
2	Interactive Digital Videos (IDV)	25
	Total	**100**
	Weighting (of final grade)	**35%**

INTERACTIVE DIGITAL SOLUTION

SCENARIO

The purpose of the assessment is to present a Company Website presence that deliveries Virtual Hiking or Virtual Walking. The concept is to provide visitors with the experience of taking a virtual hike or walk while in the comfort of their home, office, or environment using an interactive website solution. Refer to the Moodle website under the A3 assessment TAB for further details.

WHAT TO SUBMIT

PRESENT AN INTERACTIVE DIGITAL SOLUTION

Present your solution as for your company's website for virtual walks/hikes. Your delivery should outline the following; however, your presentation does not need to be organized in that order, but should cover all aspects listed:

1. Client Design Feedback and how it has been integrated into your final solution
2. Your interactive digital website solution
3. Your interactive digital video solutions – these should be snapshots or previews during the presentation, the videos will be assessed outside the presentation.

GROUP ASSESSMENT DECLARATION

In the event where a group member or group members have not contributed fairly to the assessment a Group Assessment Declaration Survey should be completed. The declaration is located on the A2 Assessment TAB and you should read the conditions prior to completing the survey.

The conditions of the declaration are as follows:

- Each group member shall complete the survey. If you do not complete this declaration, then:
  - You agree to the final marks being distributed evenly among group members, OR
  - You waiver your declaration and accept marks distributed accordingly as the tutor sees fit.
- If no group members complete the survey, then all group members accept the final marks as being distributed evenly among group members.
- In the event where a group member or group members have not demonstrated competency during the presentation, then the tutor SHALL request for the completion of the Group Assessment Declaration.
- All information is kept confidential, and members affected will be consulted by the tutor
- The tutor shall make the final decision when all evidence is collected.

Complete the following tasks:

	TASK	CHECK
1	Review the feedback from the client (tutor) regarding your design brief for your solution then decide how it would be integrated	
2	Complete the interactive digital videos. • Watch the sample on the A3 tab to create an interactive video – this sample can be submitted as one of your video solutions • The sample illustrates interactive elements required for marking criteria, therefore, completing all the elements in the sample video affords a good mark	
3	Implement your interactive digital solution website	
4	Schedule a presentation time and present your interactive digital solution website	
5	Complete the Group Declaration Survey	
6	Submit your assessment to the Moodle link	

INTERACTIVE DIGITAL SOLUTION DELIVERY

Category	DESCRIPTION				SCORE
	Beginning 0-D	Developing C	Accomplished B	Exemplary A	
1. Client Design Feedback	Resources to client not provided in timely fashion, no evidence of rational decisions that incorporates client feedback. (0-4)	Resources to client not provided in timely fashion, evidence of rational decisions that incorporates client feedback. (5-7)	Resources to client provided in timely fashion, evidence of rational decisions that incorporates client feedback. (8-10)	Covers criteria B that includes illustrations and mind maps of thought process. (11-12)	12
2. Home Page	Webpage has some ideas, but communication is confusing. (0-1)	Webpage follows website layouts but lacks communication. (2-3)	Webpage follows website layouts for Home page, displays appropriate column style, and communicates culture and content. (4)	Webpage covers criteria B with-in a 5 second glance using appropriate design elements. (5)	5
3. Feature Video Products Page (FVPP)	Webpage has some ideas, but communication is confusing. (0-1)	Webpage follows website layouts and communicates the concept. (2-3)	Webpage follows website layouts for FVPP, displays appropriate column style, and communicates culture and content. (4)	Webpage cover criteria B with-in a 5 second glance, with video previews supported by interactive elements. (5)	5
4. About Page	Webpage has some ideas, but communication is confusing. (0-1)	Webpage follows website layouts but lacks communication. (2-3)	Webpage follows website layouts for About page, displays appropriate column style, and communicates culture and content. (4)	Webpage cover criteria B with-in a 5 second glance using appropriate design elements. (5)	5
5. Other Pages	Other pages relevant for the website are missing, or communication is confusing. (0-1)	Other pages/sections relevant for the website are accessible but lacks communication. (2-3)	Other pages/sections relevant for the website are logically organised, categorised, accessible, and communicates culture and content. (4)	Other pages/sections cover criteria B with-in a 5 second glance using appropriate design elements. (5)	5
6. Design elements	Elements of visual hierarchy, colour, media elements, 'standard interactions' from *theme, UX,* and Content are seldom used and only visible in one or two pages. (0-3)	All pages have some elements of visual hierarchy, colour, media elements, 'standard interactions' from *theme, UX,* and Content. (4-6)	All pages demonstrate elements of visual hierarchy, colour, media elements, 'standard interactions' from *theme, UX,* and Content. (7-8)	Covers criteria B whilst illustrating consistency and balance with elements that complement each other. (9-10)	10
7. Navigation, links, and hosting	Menu navigation visible, broken links, and not hosted. (0-1)	Menu navigation visible, most links functional, and not hosted. (2-3)	Menu navigation visible, all web links functional, and hosted. (4-5)	Covers criteria B with links that support UX navigation and interaction. (6-7)	7
8. Social-Media	Minimal to no social media presence seen (0-2)	YouTube presence for hosting IDV. (3-4)	Completes criteria C including 1 more additional social media presence. (5-6)	Completes criteria B including 1 more additional social media presence. (7-8)	8
9. Accessibility design	Colour conflicts with accessibility design and media elements do not have accessibility attributes added. (0-2)	Colour sometimes supports accessibility design, with some media elements having accessibility attributes added. (3-4)	Colour aligns with accessibility design, and media elements have accessibility attributes. (5-6)	Covers criteria B and includes a preference colour selector. (7-8)	8
10. HTML, CSS, and Java Code	Code has minimal to no indentation. (0-3)	All Code is indented with use of essential HTML, CSS, and Java code elements. (4-6)	Entire Code across all pages is indented correctly, with use of essential HTML, CSS, and Java code and structure with comments and proper HTML file management. (7-8)	Entire Code across all pages is indented correctly, with proper use of essential HTML, CSS, and Java code, structure that includes comments, and proper uses of HTML file management. (9-10)	10
				Total	75
				Weighting	75%

A *satisfactory completion of criteria* applies to all categories especially where you complete an amount to achieve the next grade. Providing the amount indicated is not enough to achieve the grade. Your solutions need to be correct, in context, and meets the expectations of the criteria.

INTERACTIVE DIGITAL VIDEOS (IDV)

	DESCRIPTION – A grade criteria is achieved when a <u>satisfactory completion</u> of the category				SCORE
Category	Beginning 0-D	Developing C	Accomplished B	Exemplary A	
1. Videos	No video or does not meet specifications. (0-5)	1 video provided that meets specifications. (6-8)	2 videos provided that meet specifications. (9-12)	3 videos provided that meet specifications. (13-15)	15
2. Annotations	Videos do not have annotations. (0-1)	Least 1 video has annotations to specifications. (2-3)	Least 2 videos have annotations to specifications. (4)	Least 3 videos have annotations to specifications. (5)	5
3. Informative and interactive	Videos do not have additional information. (0-1)	Least 1 video has additional information and interaction to specifications. (2-3)	Least 2 videos have additional information and interaction to specifications. (4)	Least 3 videos have additional information and interaction to specifications. (5)	5
				Total	25
				Weighting	25%