

**College of Arts, Technology and Environment**

**aCADEMIC YEAR 2023/24**

Assessment Brief

# Submission and feedback dates

**Submission deadline:** Before 14:00 on 18/01/2023

Eligible for 48 hour late submission window

**Marks and Feedback due on:** 14/02/2024

N.B. all times are 24-hour clock, current local time (at time of submission) in the UK

# Submission details

**Module title and code**: UFCFQJ-15-M Digital Design and Development

**Assessment type**: Portfolio

**Assessment title:** Design and prototype a web application

**Assessment weighting:** 75% of total module mark

**Size or length of assessment:** 2000 words

**Module learning outcomes assessed by this task:**

1. Conduct professional quality stakeholder, context and competitor research using industry-standard methodologies.
2. Identify and develop creative solutions to a design problem and iterate and select among them for prototyping.
3. Pursue and respond to other’s critique on their designs and, in turn, provide constructive critique on others’ work.
4. Evaluate prototypes with stakeholders and identify necessary changes and improvements.
5. Identify good practice in a particular programming language and use this to implement key features for mobile, web or other digital interface.

# Completing your assessment

**What am I required to do on this assessment?**

This is an individual assignment requiring you to design and prototype a web application – **an App based on data from Open Data Bristol**. The assignment requires you to carry out design work to a high standard and exemplify professional practice by giving and receiving feedback. Working on this assignment will help you to plan, conduct, critique and iteratively improve your research, design, and coding artifacts.

This portfolio is comprised of four separate subtasks, based on the first four stages of the design process (empathise, define, ideate, prototype). Each one is worth 25% of the available marks.

* Please Make sure you include a cover page with your name and student number
* Please identify which dataset from Open Data Bristol you are using (name and URL).
* Reference your sources using UWE Harvard referencing.

**Where should I start?**

This is the task breakdown:

## 1: Empathise

You will create a **mood board** containing representative photos, colours, fonts, and reference designs using Figma.

This section should be around 500 words including:

* A collage of photos that represent your project
* A colour theme based on these photos
* A selection of Sample fonts and font pairs using foreground/background colours
* A small set of reference designs

Please export images (e.g. png) from Figma and incorporate them into your Word document.

## 2: Define

You will define the **User Experience (UX) mapping**, defining a **persona** and an associated scenario represented as a **design map**.

This section should be around 500 words including:

* A *persona* you are targeting, identifying their goals and frustrations.
* Outline a *scenario* – a design map showing the touch-points where your persona interacts with the App.

## 3: Ideate

You will capture your user interface as a **wireframe**. Use **wireflow** to indicate flow between screens.

This section should be around 500 words including:

* A screen capture of your *wireframe(s)*.
* Analysis of the Information Architecture of your wireframe(s) including Organisation, Labeling, Navigation, Search.
* Include a *blueprint* diagram representing your organisational hierarchy.

## 4: Prototype

You will construct an interactive functional **prototype** of your App. This will be one or more static web-pages that run in the browser, created using **HTML** and **CSS**. It should be clickable/navigable, but as a prototype, it need not be fully functional. *It should use embedded iframes from Open Data Bristol for tables and maps.*

Your prototype should include interactive controls to select between different content. The design should follow from your earlier design ideas, using the colours and fonts set out in your mood board, and layout ideas from your wireframe. If your ideas have evolved, then please explain how and why.

This section should be around 500 words including:

* Screenshots of your HTML prototype.
* A step-by-step walkthrough of your scenario in relation to these screenshots.
* A description of the CSS styling used.

You will submit your portfolio as a **single** Word document with four subheadings:

1. Empathise
2. Define
3. Ideate
4. Prototype

**What do I need to do to pass?**

The pass mark is 50%.

**How do I achieve high marks in this assessment?**

We are looking for professional levels of *design*, not sophisticated levels of coding. This will include a photographic collage with a good range of contrasting colours in the colour theme. Excellent font pairings with a good selection of reference images. You will develop a fully rounded persona, with an excellent user-centred scenario offering a resolution to the persona’s needs and frustrations. This will be matched by clear wireframing, comparable to sites you would find on the web. You will carry out a detailed analysis of the Information Architecture. The design of the prototype will look fabulous and show clear links back to the UX mapping and wireframe, and using a colour scheme selected from your moodboard. You will use UWE/Harvard referencing throughout.

**How does the learning and teaching relate to the assessment?**

The lectures will guide you on each of the four design sub-tasks. The group tutorials should provide adequate time for you to complete your task during the tutorial sessions.

**What additional resources may help me complete this assessment?**

You will find relevant references in Blackboard's Reading Lists.

**What do I do if I am concerned about completing this assessment?**

UWE Bristol offer a range of Assessment Support Options that you can explore through [this link](https://www.uwe.ac.uk/study/academic-information/personal-circumstances), and both [Academic Support](https://www.uwe.ac.uk/study/study-support/student-support-advisers) and [Wellbeing Support](https://www.uwe.ac.uk/life/health-and-wellbeing/get-wellbeing-support) are available.

For further information, please see the [Academic Survival Guide](https://www.uwe.ac.uk/study/academic-information/academic-survival-guide).

**How do I avoid an Assessment Offence on this module? 2**

Use the support above if you feel unable to submit your own work for this module.

Avoid collusion, and explain things in your own words (not those of a machine).

# Marks and Feedback

**Your assessment will be marked according to the following marking criteria.**

**You can use these to evaluate your own work before you submit.**

| **Criterion** | **<50%** | **50-59%** | **60-69%** | **≧70%** |
| --- | --- | --- | --- | --- |
| **Empathise (25%)** | Limited choice of images with little relevance.  Little thought put into font choices, or few reference images. | Relevant choice of images but little choice of how colours will work in the foreground / background.  Reasonable font choices with some reference images. | Good choice of images and colour theme.  Well justified font choices and pairings and good reference images. | Professional looking image collage with a good range of contrasting colours in the colour theme.  Excellent font pairings with good examples. Excellent coverage of reference images. |
| **Define (25%)** | Persona minimally described.  Weak scenario. | Goals identified.  Clear scenario but written more from a system perspective, than the user’s. | Persona clearly defined with good goals and frustrations.  A good scenario described from a user perspective. | Fully rounded definition of persona, of professional standard.  Excellent user-centred scenario offering a resolution to the persona’s needs and frustrations. |
| **Ideate (25%)** | Some attempt at producing the wireframe.  Missing or incomplete IA elements. | Good use of the styling grid.  Some good points, but limited IA analysis. | Good grid styling informed by the IA.  Use of wireflow.  A good level of analysis. Good blueprint. | Professional level of wireframing, comparable to sites you would find on the web.  Excellent IA analysis, performed to a professional level. |
| **Prototype (25%)** | Simplistic design with little apparent styling.  Walkthrough unrelated to the UX mapping. | Some styling with description of outputs and controls.  Good walkthrough of the steps involved in using your App. | Great styling with solid connections back to your mood board and wireframe.  Walkthrough tells a story in words and pictures. | Professional output with great styling and comprehensive description.  Excellent walkthrough with clear links back to the UX mapping. |

1. In line with UWE Bristol’s [Assessment Content Limit Policy](https://www.uwe.ac.uk/about/structure-and-governance/policies) (formerly the Word Count Policy), word count includes all text, including (but not limited to): the main body of text (including headings), all citations (both in and out of brackets), text boxes, tables and graphs, figures and diagrams, quotes, lists.
2. UWE Bristol’s [UWE’s Assessment Offences Policy](https://www.uwe.ac.uk/study/academic-information/assessments/assessment-offences) requires that you submit work that is entirely your own and reflects your own learning, so it is important to:
   * Ensure you reference all sources used, using the [UWE Harvard](https://www.uwe.ac.uk/study/study-support/study-skills/referencing/uwe-bristol-harvard) system and the guidance available on [UWE’s Study Skills referencing pages](https://www.uwe.ac.uk/study/study-support/study-skills/referencing).
   * Avoid copying and pasting any work into this assessment, including your own previous assessments, work from other students or internet sources
   * Develop your own style, arguments and wording, so avoid copying sources and changing individual words but keeping, essentially, the same sentences and/or structures from other sources
   * Never give your work to others who may copy it
   * If an individual assessment, develop your own work and preparation, and do not allow anyone to make amends on your work (including proof-readers, who may highlight issues but not edit the work) and

**When submitting your work, you will be required to confirm that the work is your own,** and text-matching software and other methods are routinely used to check submissions against other submissions to the university and internet sources. Details of what constitutes plagiarism and how to avoid it can be found on UWE’s Study Skills [pages about avoiding plagiarism](https://www.uwe.ac.uk/study/study-support/study-skills/reading-and-writing/plagiarism).