

COMPSCI 1033A 002 FW20 >

➡ 📄 Assignments

Assignments

Title Poster Assignment

Due Oct 16, 2020 11:55 pm

Grade Scale Points (max 100.0)

Modified by instructor Sep 28, 2020 12:15 pm

Instructions

CS1033 Multimedia and Communications Poster Assignment

Background

LIFE*SPIN is a registered London, Ontario charity whose mission is to provide information and support, to empower and to help with self-development of individuals surviving on low-incomes. Their front line services deal with the immediate crises and problems faced by low-income people. One of the services they offer is a Community Volunteer Tax Program that helps low income families and individuals with their tax returns. This year they will be offering free virtual tax clinics. Your poster should be aimed at low income people to let them know about this free service.

Required Elements

Your poster MUST:

- Be catchy and/or creative and/or inventive and/or beautiful and/or clever and tasteful...find a way to get people to look at this poster!
- Include and spotlight the words: LIFE*SPIN
- Include and spotlight the words: Free Virtual Tax Return Clinics.
- Include the organizations logo. You can resize the logo to make it bigger or smaller but do not skew it and do not recolor it. The logo can

LIFE  SPIN



be found here:

- Include the following 4 pieces of information (you can paraphrase the text to shorten it as you see fit):
 - Telephone appointments are booked during the week
 - Assist you with your taxes for the years 2017 - 2020
 - By appointment only (30 minutes for individuals and 1 hour for couples)
 - Returns will be completed by telephone. The phone number will come up as unknown caller if you have call display. If you do not answer, we will not be able to reschedule until all other requests are met.
- Include the following text exactly as stated: *We can only assist individuals who earn less than \$35,000 and families whose incomes are less than \$45,000.*
- Let people know they need to book an appointment by completing the online instructions found here: <https://form.jotform.com/201405204019035> (you MUST include this website)
- Include a clever hashtag to encourage people to use this service. Remember that hash tags cannot include spaces or punctuation.
- Include the following contact information (you can display this information in a smaller font if you want but don't go smaller than 14 points):
 - Email: life@execulink.com
 - Phone: (519) 438-8676
 - Website: www.lifespın.org
 - Facebook: <https://www.facebook.com/LIFESPIN/>
 - Twitter: <https://twitter.com/lifespınorg>
- If you are looking for images from this organization, they can be found here: <https://lifespın-org.doodlekit.com/gallery/373238>

Now to make this really interesting:

The LIFE*SPIN organization will pick their favourite poster and may use it to advertise their services. Your mark will **NOT** be made available to them, they will be choosing based on the look and the content of the poster. TRY TO MAKE YOUR POSTER ONE OF THE CHOSEN POSTERS, it will look great on your resume!

NOTE: Best practices are for you to use images/pictures in your poster that do NOT violate copyright laws so that is what we encourage you to do but whether you use free images or copyrighted images, make sure you include a reference to the URL for EVERY image you put on your poster, even if it was an image we supplied you with (e.g. the logos). Here are some sites with FREE stock photos:

- <https://www.pexels.com/>
- <https://stocksnap.io/>
- <http://negativespace.co/>
- <http://www.lifeofpix.com/>
- <http://cupcake.nilssonlee.se/>

- <https://unsplash.com/>
- <https://foodiesfeed.com/>

Marking Scheme For Your Assignment:

Based on what you have learned from your labs and lectures, put together a professional poster that uses graphic elements/techniques (fonts, shapes, opacity, text variation, effects, etc.) that meets the requirements listed above in terms of content and below in terms of Affinity requirements.

Criteria:

- **Affinity File Name:** yourwesternuseraccount_poster.afphoto (for example: jsmit24_poster.afphoto) NOTE: file name must be all lower case
- **Final Poster Image Name:** yourwesternuseraccount_poster.jpg (for example: jsmit24_poster.jpg) NOTE: file name must be all lower case
- **Canvas size:** 792 x 1224 (or 1224 x 792) pixels in size
- **Resolution:** 72 pixels per inch
- **Images you use:** Avoid over pixelated (poor resolution) images, try to pick images that use a colour palette that works with your poster.
- **Colour creativity:** Whether the colours of your images and fonts and backgrounds and shapes co-ordinate and flow nicely with the overall look of your poster. Does it look like you put thought into the colours and how well they work together in ALL elements of your poster?
- **Theme:** (meet the requirements listed above)
 - Layout: (is it crowded or is it nicely laid out with good use of white space)
 - Image appropriateness with theme
 - Is message evident based on requirements
- **Affinity Elements:**
 - You MUST include 1 shape from the shape tool (one of the predefined ones, you can not create your own shape).
 - You MUST include 1 gradient fill somewhere (perhaps in your shape(s) or in your background or in one of your fonts or whichever way you want to incorporate into your design). It must be easy to see (i.e. not too small or subtle that it's easily missed)
- **Artwork Detail:**
 - You can start with an image as a background or choose to work with a solid colour/blend and add images as you need them.
 - You can use any images you find on the Internet (remember that we strongly suggest you use images with no copyright issues but this is up to you), either from the list above or from other sites but it is very important that you include a reference for each image you use (include this in the "Assignment Text" box of Owl)
 - Text: is the text easy to read, crisp, is the size of the text appropriate?
 - Artwork/element dimensions (are elements of proper dimensions relative to overall image/other elements in poster). Are elements presented in a professional way?
 - Quality of images: (crisp vs. pixelated vs. blurred/fuzzy, sizing relative to overall poster)
 - Balance - is poster well balanced with the elements used?
- **Content:**
 - Evidence of title, contact information: any other key information you feel are appropriate within this poster
 - Is message evident in the content?
 - **NOTE:** Try to provide enough information to make sure the requirements are met but also remember this is a poster, so avoid being overly wordy. You must make good design decisions about what to include in your poster to make it both aesthetically pleasing to the eye and contain useful information that would attract someone to your poster.
- **Technical:**
 - Files (.afphoto /.jpg) Must work properly and be viewable from your publish area (this is when the filesize of your poster may become a factor)
 - All layers must be labelled with good layer names
 - References for ALL images used must be cited. Provide web site address (or explain where you got the image) for each image used in your poster. Include these references when you are doing the owl submission of your assignment. **Note: you will receive an automatic 0 if references are not included.**

How to hand in your assignment:

Handing in your assignment is a 5 step process:

1. Upload your .afphoto file and your .jpg file using an SFTP program such as WinSCP, FileZilla or Fugu to the main Western Web Server: panther.uwo.ca
2. Checking that the upload worked and copying the links for the .afphoto file and the .jpg file
3. Submitting the copied links to kritik.io
4. Evaluating the FIVE students who will be assigned to you. You must mark each of their assignments. You will be given just 3 days to do your marking. You will lose 20% if you forget to do the marking of the 5 other students so do not forget this step!
5. Checking the marks you were given by the 5 students who marked your assignment. You will be given ONE day only to read over the comments that the 5 students who marked you gave to you. You get 5% just for checking and evaluating their marking, it should take less than 30 seconds to do this step so do not forget to complete it.

MAKE SURE YOU WATCH THIS ENTIRE VIDEO so that you understand all the steps involved in this assignment:

- <https://www.csd.uwo.ca/~lreid2/onlinecs1033/peermarking/finalvideos/introtokritik/introtokritik.html>

STEP 1: SFTPing YOUR JPG FILE AND YOUR AFPHOTO FILE TO THE INTERNET

You must put your poster files (both the .jpg version and the .afphoto version) on the Western Web Server using the following instructions:

- When you run WinSCP (for pc users) or Filezilla (for mac users) use the following information: (Go back to Lab 1 if you don't remember how to do this)
 - Host Name:** *panther.uwo.ca*
 - Username:** Your Western username, for example *jsmit24*
 - Password:** Your Western password
 - Port:** 22 (This SHOULD be the default)
 - File Protocol:** SFTP (This SHOULD be the default, but if it is FTP, change it to SFTP)
- On the right side of the WinSCP (or Filezilla) window, i.e. the remote machine, click into the *public_html* folder. If you don't see one, you missed the step in Lab 1 section Activating your Publish area by following the steps on page 4 step 2).
- Next create a folder called *posterassign* inside the *public_html* folder
- Right click on this folder, go to its properties and double check that the permissions for the *posterassign* folder are 0755
- Double click to go into the *posterassign* folder
- Drag your .afphoto file and your .jpg file into the remote *posterassign* folder
- On the right side of the WinSCP (or Filezilla) window, i.e. the remote machine, right click on both the .jpg and .afphoto files and make sure the permissions are 0644
- YOU MUST CHECK THAT YOUR UPLOAD WORKED CORRECTLY, please follow the next step to make sure this step worked:

STEP 2: CHECKING TO SEE IF YOUR FILES ARE VIEWABLE/DOWNLOADABLE FROM THE INTERNET

To double check that the SFTP step above worked, open a browser such as Chrome and go to the following web address: <http://publish.uwo.ca/~youruserid/posterassign>. For example: if your username was *jsmit24* you would type: <http://publish.uwo.ca/~jsmit24/posterassign/> (notice the ~ before your username). This should display a list of files in the *posterassign* folder. Both your .jpg file and your .afphoto file should be there. Click on your .jpg file and make sure the image of your poster pops up in the browser. If it doesn't, you have done something wrong, try again or visit a TA during the posted consulting times. Hit the back button so that you see the file list again. Right click on the .jpg file and select *copy link address*.

STEP 3: SUBMITTING THE LINKS TO YOUR .JPG FILE AND .AFPHOTO FILE INTO kritik.io (Worth 75% of your mark for this assignment):

You must submit a link to both your .jpg file AND your .afphoto file in OWL and you must include a list of all the images you used in your poster.

- Go to kritik.io to submit your work (you do NOT need to submit anything to Owl for the Poster Assignment)
- Click on the course CS1033
- Find the Poster Assignment and click on the Create button
- Scroll down to the *Your Creation* box and click into that box.
- Either paste or type the link to your .jpg file. The first line MUST be a link to your .jpg file. The link will look like this: http://publish.uwo.ca/~westernuserid/posterassign/westernuserid_poster.jpg
- Hit Enter and then paste or type in the link to your .afphoto file. The next line MUST be a link to .afphoto file. The link will look like this: http://publish.uwo.ca/~westernuserid/posterassign/westernuserid_poster.afphoto
- Hit the ENTER key twice to put a blank line next. The next line MUST be a blank line.
- Type in the word REFERENCES: Make sure it is uppercase and has a colon at the end.
- On the next line, give a 2 or 3 word description of each image you added to your poster, then give the link/URL address for that image OR, if you took the image, put something like: *Picture from my camera, taken by me* OR if you didn't use any images in your poster, under the word REFERENCES put the text: *I only used the shapes tools to create my poster, I did not use any images to create this poster.*
- Make sure you included all your references. Each reference should be on its own line in the text box. For example, if your Western userid was *jsmit24* then, at this point, the kritik.io Your Creation box might look like this:

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http://publish.uwo.ca/~jsmit24/posterassign/jsmit24_poster.jpg
http://publish.uwo.ca/~jsmit24/posterassign/jsmit24_poster.afphoto

REFERENCES:

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Picture of Bunny: <http://ilovebunnys.com/brownbunny.jpg>

Picture of Cloud: <http://stormyweather.com/FluffyCloud.gif>

Picture of Camp Fire: Taken by me, Judy Smith

Picture of Beach: Taken by me, from my Facebook page

11. Click on the Save & Submit button in kritik to submit your assignment

- NOTE: if you have to change something, you can go back AS LONG AS IT IS BEFORE THE DUE DATE and click on the Edit Creation button to fix what you submitted

REMEMBER: If you are having problems with the submission of the assignment, please watch this video on how to submit BEFORE emailing your instructors

Late Policy

- Any assignments received after due time on Friday, but before due time on Saturday will lose 15%.
- Any assignments received after due time on Saturday, but before due time on Sunday will lose 30%.
- Any assignments received after due time on Sunday, but before due time on Monday will lose 45%.
- No assignments submitted after due time on Monday, will be accepted and a grade of ZERO will be given
- NO extensions will be given for computer technical problems or Owl connectivity issues. If your machine is having problems, you MUST complete the assignment in one of the labs on campus.

STEP 4: GRADING THE FIVE ASSIGNMENTS ASSIGNED TO YOU (Worth 20% of your assignment):

1. You will be sent an email from Kritik.io after the last day that the assignment can be graded. It will give you information on the 5 assignments you have been given to mark.
2. Mark each of the 5 assignments according to the rubric in kritik.io. This step should NOT take more than 2 hours, maybe not even 1 hour. It takes a bit longer to mark the first assignment because you are learning the rubric but by the time you get to the 5th assignment, the grading will go much quicker! Make sure you explain to the student why you took the marks off AND what you liked about their assignment. You should be giving some written comments for each of the 5 students.
3. **REMEMBER: YOU HAVE ONLY THREE DAYS TO DO THIS STEP AND IT CANNOT BE LATE!**

STEP 5: EVALUATING THE GRADES YOU WERE GIVEN (Worth 5% of your assignment):

You will be sent an email from Kritik.io after the Evaluation period is over and your assignment has been graded by the five other students. At this point you must read over the written comments they gave you and you will let the grader know how motivational the comments were and how helpful the comments were. This step should take about 30 seconds.

REMEMBER YOU ONLY GET ONE DAY TO DO THIS STEP AND IT CANNOT BE LATE!

Marking Hints:

Things we will be looking for while marking:

- Reading specifications and following directions. You will lose marks if you have not followed the directions as indicated above.
- Creativity, complexity and colour balance of your submission.
- How well the items on the above **checklist/criteria** are demonstrated.

PEER MARKING

75% of your grade will be the average mark you receive from the 5 students who were assigned to mark your assignment. 10% of your grade for the poster assignment will be based on your marking using the marking rubric and how well you mark the 5 students assigned to you. 10% of your grade will be based on the written feedback you give to the 5 students you are assigned to mark and 5% of your grade will be you looking at the written feedback you were given and assessing the value of the feedback given to you.

You will be given 3 days to mark the 5 posters assigned to you. Kritik.io will notify you when you have been assigned your 5 posters, then you will go to kritik.io and follow the rubric to mark each poster. Some of the marks will either be right or wrong but some of the marking will be subjective. You might want to look at all 5 posters before doing the subjective marking. It should take you about 15 minutes to mark each assignment. For the parts that are just right or wrong, you don't need to put written feedback but in the areas where the rubric is

subjective, you should give some written feedback to explain why you gave an excellent mark or why you took off marks (what you didn't like). Try to be critical and informative but not harsh in your feedback. The rubric part of your marking is worth 10% and the written feedback part of your mark is worth 10%.

The final step of peer marking is reviewing YOUR mark from your five peers. You must read over the mark each peer gave you and then evaluate their marking. If they deducted marks, does it make sense why the marks were deducted? Do you understand what they liked or didn't like about your poster. Be open minded for this part of the process. This part is worth 5% of your mark.

REMEMBER THAT YOU CANNOT BE LATE WITH THE PEER MARKING. if you are late, you will not be able to do the peer marking and will lose 25% of your final grade.

Submission

This assignment does not accept online submissions. Contact your instructor for additional instructions.

Done

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