

Group Work Assignment 1 - Web Site Design

BlueFish Media Design WebQuest

Introduction:

Assume that you are a member of a design team at *BlueFish Media Design*, a premier web and multimedia design firm in the Manawatu-Wanganui region. Recently, several local firms have approached BlueFish with requests for websites. The new clients are:

- **Le Expensziv** -- a new gourmet French restaurant offering wonderfully delicious food and extravagant prices [Group 1 and 13]
- **A Dog's Intelligence** -- a company that offers dog grooming, training, daycare, and vacation boarding services to the greater Palmerston North area [Group 2 and 14]
- **Coffee Cafe** -- a locally owned coffee bar similar to Starbucks located in a Palmerston North neighbourhood [Group 3 and 15]
- **BabyFactory** -- a small, upscale shop in Deer Park Mall specializing in clothes, toys, and accessories for infants and toddlers [Group 4 and 16]
- **Pirk, Picard, & Paneway** -- a new accounting firm just formed by three recent accounting major graduates with CPAs, specializing in small business and tax accounting [Group 5 and 17]
- **StressExterminators** - a team of NZ school psychologists who have developed a new cognitive behaviour therapy approach specific to NZ and wants a cognitive behaviour therapy online application that is used for treating stress among young people in all schools within the regions of NZ [Group 6 and 18]
- **Share-a-Journey:** A social networking website aimed at linking up people so that they can travel together in the same car if they are visiting the same city from the same home city. The website must be very informative about all sort of information required by the target audience [Group 7, 19 and 25]
- **Hunters' Den** - A start-up company started by a couple on their farm to offer hunting expeditions to many city hunting hobbyists and enthusiasts of various hunting skill levels - armature to experts - offering prime game in New Zealand, especially herds of deer that are tormenting them by eating grass in their cattle paddocks [Group 8 and 20]
- **StarTrek Infinity Enterprise** - an organisation engaged in space exploration and planet colonisation projects. The website seeks to raise funds; to inform citizens of the earth about the benefits to humanity of their missions and to recruit people. Recruitment is via a "reality show" type of interview done on international TV. This is for the Mars 99 mission, undertaken under the assumption that recruits will never return back to earth once they are launched into space to go and colonise other planets [Group 9 and 21]
- **Innov8** - A company specialising in motivational strategies that provide motivation and personal development consultancy services to corporations, companies, and charity organisations. [Group 10 and 22]
- **Gaming Ninja** - A game developer. The website seeks to appeal to the gaming community including young gamers as well as parents who want to control the gaming time and content of their children with concerns about children's exposure to violence. [Group 11 & Group 23]
- **Karoomba!** - an event management company specializing in themed parties. [Group 12 & Group 24]

NOTE: Read Web Design [Manual 1](#) and [Manual 2](#) (*the two manuals may have overlapping topics and concepts and are not meant to be progressive - they are complementary/supplementary*) and the criteria in the [Best Practice Guideline](#) (a supplement to Manual 1) to help yourselves to carry out this work.

The Task:

Since your team has done so well on previous assignments, the Web Design Director, Maria Maaka, has decided to allow your team to choose the client you would like to work with.

Your task is to analyze the **competition**, that is, businesses operating (with a web site) in the same domain and **propose** a page layout design appropriate for your client's business and target audience.

There are **three deliverables** (also to be submitted in a ZIP archive via Stream):



1. Analysis Report,
2. Presentation (slides) + VIDEO presentation (no longer than 15 mins) by the group (show teamwork in the presentation),
3. Sample Page Layout.



Each member of the group also must submit an assessment of self and other members' contributions and participation in this work.

Each member of the team plays a different role:

- FearlessLeader,
- DesignGuru,
- TextMaster, and
- PixelMeister.

You will need to discuss these roles with your fellow team members and each choose a role. Two members may jointly be assigned to a role.

	FearlessLeader: The FearlessLeader serves as the team leader. The role of the FearlessLeader includes working with the team to divide up tasks, leading discussions, reminding team members about due dates, communicating with clients (via your instructor). You will also be responsible for sending preliminary designs to the instructor for comment prior to submission. See details (Share Your Design) later in this document. The FearlessLeader is ultimately responsible for all of the group's deliverables.
	DesignGuru: The DesignGuru verifies that design principles such as alignment, contrast, proximity, and repetition are utilized in the design of a usable and accessible sample page layout. The DesignGuru contributes to all the design-related components - especially the page layout format for the Sample Page Layout. The DesignGuru will generate the Presentation (with help from other team members).

	<p>TextMaster: The TextMaster focuses on writing for the Web-- the use of text and the written word on web pages -- including writing compelling headings, brief paragraphs, and eye catching lists (see Chapter 3 Writing for the Web resources). The TextMaster will generate the written Analysis Report (with help from other team members) and provide assistance with the text for the Sample Page Layout.</p>
	<p>PixelMeister: The PixelMeister focuses on the use of color and graphics on a Website (see Chapter 4 resources and Chapter 7). The PixelMeister has responsibility for the selection and justification of the color scheme chosen. The PixelMeister will generate the Sample Page Layout (with help from other team members).</p>

The Process:

Choose Your Client

Your first step is to discuss the client listed above, assigned by your groups number, with your team. Understand your client's business domain and what their business is about.

Analysis

Your team will need to do some investigation and background analysis.

1. Determine the top three expectations your client has for the website.
2. Determine the target audience.
3. Locate three potential competitors (or similar websites).
4. Use the [Web Design Best Practices Checklist](#) to analyze the competition. For each competitor, note two strengths and two weaknesses.
5. **The Analysis Report.** Submit a two-page written description of your results for the four analysis steps above.

Design

Your team needs to design a sample page layout and create a presentation to propose to the client. Feel free to contact your instructor with your questions about your client and their business.

1. Choose color scheme. Justify your selection.
2. Choose page layout type: [jello, liquid, or ice \(frozen\)](#). Justify your selection.
3. Choose font face, weight, and size for headings, subheadings, main content, footer, etc. Justify your selection.
4. **The Sample Page Layout.**
Use any of the following applications to create a Sample Page Layout: Adobe Macromedia Dreamweaver, Adobe Macromedia Fireworks, Microsoft

PowerPoint, Microsoft Word, or Adobe Photoshop. Create your own content, including logo banner.

5. **The Presentation.**

Present your design with flair! Use either Microsoft Word or Microsoft PowerPoint to enthusiastically share your design ideas with your client (the Presentation). Include information about the target audience and client expectations from your Analysis Report. Include your proposals for color scheme, page format type, and fonts you selected. Include the URL of your sample page layout file.

Important Dates: The deadline for this assignment is indicated in the Stream submission facility.

Resources:

- The [Web Design Best Practices Checklist](#)
- Your course textbook and any other useful web development book
- The Web!
- Links to resources in this document.

Evaluation:

A maximum of **64 points** can be earned in this group project.

Analysis Report (15 points)

The following rubric will be used by the examiner to assess your analysis report.

	Outstanding (3 points)	Average (1.5 points)	Needs Improvement (0.5 point)
Three Client Expectations	Three client expectations are clearly stated	Three client expectations are provided but they are not clearly stated	Less than three client expectations are present
Target Audience	Clearly described in terms of age, gender, interests, and socio-economic criteria.	Unclear or missing criteria	Missing or does not relate to the website purpose
Competitor websites	Listed three URLs of competitor or similar websites	Listed less than three URL of a competitor or similar website	Missing or the URLs are not competitor or similar websites

Competitor Strengths & Weaknesses	Clearly describes two strengths and weaknesses for each site	Clearly describes less than two strengths and weaknesses for each site	Missing or strengths and weaknesses are not clearly stated
Mechanics	Well organized, complete sentences, correct grammar and spelling.	Complete sentences, but slightly disorganized, or less than three grammar/spelling errors.	Incomplete sentences, three or more grammar/spelling errors.

Sample Page Layout (24 points)

The following rubric will be used by the tutor to grade your sample page layout.

	Outstanding (4 points)	Average (2 point)	Needs Improvement (1 points)
Target Audience	---	Sample page layout is appealing to target audience	Sample page layout does not appeal to target audience
Page Layout	---	Follows all web design best practices	Missing or does not follow most web design best practices
Navigation	Follows all web design best practices	Follows most web design best practices (only three or less instances do not comply)	Missing or does not follow most web design best practices
Color & Graphics	Follows all web design best practices	Follows most web design best practices (only three or less instances do not comply)	Missing or does not follow most web design best practices
Text Content	Follows all web design best practices	Follows most web design best practices (only three or less instances do not comply)	Missing or does not follow most web design best practices
Accessibility	---	Follows all web design best practices	Missing or does not follow most web design best practices

Presentation (15 points)

Each group must provide a short video presentation of your web site design. The video must be done by the team; each person covering their area of responsibility. The video must be submitted via Stream. The examiner will use the following rubric to assess presentations.

	Outstanding (3 points)	Average (1.5 point)	Needs Improvement (0.5 points)
Client Expectations	It is evident that the proposed website will meet client expectations.	Proposed website may not completely meet all of the client expectations	It is not evident how the proposed website will meet client expectations
Target Audience	Clearly described in terms of age, gender, interests, and socio-economic criteria.	Unclear or missing criteria	Missing or does not relate to the website purpose
Appearance	Content is presented in a visually appealing, interesting manner.	Content presentation could be more visually appealing	Missing or the content appearance detracts from the information presented.
Design Notes	Color scheme, page format type, and fonts selected are clearly described.	Color scheme, page format type, and fonts selected are not clearly described or some items are missing.	Color scheme, page format type, and fonts selected are missing or not described.
Mechanics	Well organized, complete sentences, correct grammar and spelling.	Complete sentences, but slightly disorganized, or less than three grammar/spelling errors.	Incomplete sentences, three or more grammar/spelling errors.

Individual Participation/Contributions (10 points) will be rated as follows:

Each member of the Group should submit the following assessment of self and fellow group member's contribution to this Assignment. **Place a tick in only ONE row for each member. Upload your grading spreadsheet to [Stream](#) - you will lose marks for failing to submit your assessment of group member participation.**

SCORE	CRITERIA	Self	member1	member2	member3	member4
5 points	A real Team Player - communicates and contributes quality work almost daily, cooperates with other group members, fulfills the responsibility of the assigned role in a timely manner					
4 points	Communicates and contributes quality work several times a week cooperates with other group members, fulfills the responsibility of the assigned role in a timely manner					
3 points	Communicates only when absolutely necessary or only somewhat cooperative with group members or only minimally fulfills the responsibility of the assigned role in a timely manner					
2 points	Rarely communicates or is not cooperative or fulfills the responsibility of the assigned role with sub-standard or late work					
1 point	This team member is most likely to be "voted off the island" and does not contribute to the group in a positive manner					
	TOTAL SCORES					

The Conclusion:

As you've been working on this WebQuest you've continued to build your knowledge in **Web Site Design Best Practices**, including identifying target audiences, and meeting client expectations. All these are components of the skill set you'll need to use when you design and create your own Websites in the future. **Start applying this knowledge and the skills in your Web Site Project.**