



Te Whare Takiura o Kahungunu

School of Computing Te Kura Rorohiko

Bachelor of Computing Systems ITWD5.320 Internet and Web Design SEMESTER TWO, 2015 ASSESSMENT THREE: Project planning and storyboard

Due Dates:	Topic Approval:	Week 7, end of Practical session
	Design (Storyboard) (15%)	8:15am, Tuesday, September 22, 2015
	Implementation and Presentation (25%)	8:15am, Wednesday, October 28, 2015
		(Note: can be presented earlier)

Weighting: 40%

AIM

The aim of this assessment is to design and implement a prototype Commercial or Educational based client side Web Site.

INSTRUCTIONS:

- Present your storyboard in one Word document (formatted A4). Storyboard pages are normally hand-drawn then scanned and inserted into the Word document. Please upload your document to EITOnline by the due date/time. There is a 10MB file limitation
- Take care with your Storyboard, as any illegible material will not be marked.
- This is an individual assessment, and must be the product of your own work.
- Students are reminded to read pages related to assessment rules including rules for dishonest work in the BCS handbook.
- All work submitted must be original and entirely your own work. If you use ideas, quotations, tables, diagrams, code or any other material from other writers you must acknowledge the source every case.

WEIGHTINGS

- Your assignment will be assessed with the following weightings:
- Note that you must achieve **at least 40%** (20 marks) in the implementation and presentation to pass ITWD5.320.

	Marked out of
Design (Storyboard) 15% of final grade	32
<ul style="list-style-type: none"> • Complete Storyboard of your Design 	
Implementation 25% of final grade (Minimum of 20/52 required)	52
<ul style="list-style-type: none"> • The Web Pages • Presentation and Review 	
Total marks	80

ASSESSMENT DETAILS AND DELIVERABLES

1. STORYBOARD - DESIGN OF THE WEB PACKAGE

15% (MARKED OUT OF 32)

A single Microsoft Word document containing hand written and/or computer generated pages of your Web Design and Media, submitted electronically to EITOnline (maximum size 10MB, sketched images should be scanned or digitally photographed), and includes;

1	<p>User definition and Preliminary design</p> <p>A single page outlining your target audience, and how you will address their needs (300 words minimum).</p> <p>Three possible sample designs (each design should have the home page plus one representative information page), with a brief comment as to their advantages and disadvantages.</p> <p>Provide a rationale as to why the final design was chosen.</p>
2	<p>Navigation map: One page showing the navigational links between all the screens. A title and page names should be included.</p>
3	<p>Generic section: A description of any elements common to the web site.</p> <p>Also a representative page that shows colours, layout etc.</p> <p>This should be the basis of a Cascading Style Sheet.</p>
4	<p>Page detail: One page for each web page showing the layout and elements. The pages need to be consistent with the screen navigation links and are to be in colour. The person who compiles the web site would use this.</p>
5	<p>Schedule of elements: listing the elements in media order (Text, graphics, animation, audio and video – if included) and any technical details. The element creators would use this.</p>
6	<p>Overall: Marks are allocated for the quality of your submission and how well the storyboard has been organised for use by the person/team who would create the web site if it were not you, and for any special things you have included.</p>
	<p>Authenticity statement: Include the following statement at the start of your submission</p> <p>Statement of authenticity</p> <p>I confirm that:</p> <ul style="list-style-type: none"> • This is an original assessment and is entirely my own work. • It contains no material previously published or written by another person or myself except where due acknowledgement is made in the text. • No material which to a substantial extent, has been submitted for any other academic course, is included without acknowledgement.

IMPLEMENTATION OF THE DESIGN WORK	
1	<p>The Web Pages</p> <p>You are to build a web site that meets the specifications detailed in the Design requirements section.</p> <p>You will be assessed against the following criteria:</p> <ol style="list-style-type: none"> Site organisation and navigation (Sensible file structure/names, 3 layers deep, meaningful links, not sequential, 8-12 pages). Page elements (page elements well organised, spelling/grammar, <title>, use of at least two CSS, avoid &nbsp; for spacing). Visual design appropriate for target audience (backgrounds, colours) Multimedia. Appropriate use of Images and animations (at least 1 original plus 1 animated). Audio (minimum of 2 different formats, plus at least one video with sound). Interactive element (e.g. Flash, JavaScript) Accessibility, and Credits, external links and Statement of authenticity (see Storyboard notes) <p>Note: Do not put your student id on the Web site</p>
2	<p>Overall, including complexity</p> <ol style="list-style-type: none"> Correct use of <div>, classes / ID's for layout Effective use of scripting language Professional design (e.g. responsive) Size of your web site must not exceed 10MB.
3	<p>Presentation - Demonstration of package</p> <p>Present your web site to the class and/or lecturer with emphasis on the intended audience. This will be in week 12 (after submission) in normal scheduled class times.</p>
4	<p>Review</p> <p>Create a word document and include:</p> <ol style="list-style-type: none"> On front page, include your userid, and a screen shot of the first page of your site. List and describe with reasons any changes to your storyboard. Identify any things you could have done differently, or could add to improve your site. Design a review form for your web site and have it completed by another student, and include a scanned copy. Reflect on things you learnt, think could be improved in the course and things you found helpful

SUBMISSION:

1. Upload as a zip file to EITOnline
(Note: a file greater than 15MB will not be accepted by the system).

AND

2. Use Goggle drive to host your website.

Instructions on how are here:

https://docs.google.com/document/d/1va6B3VrSY6kHTNXXNsN_TSP_F43bvFWETGQtCVxH60/view?pli=1

Add the link to the 2015 Class Web site wiki in EITOnline

You should also have a backup on your home drive in a directory called ITWD_<userid>, where <userid> is your EIT login id (e.g. ITWD_verhm1).

The start page must be **index.html**.

TOPIC

- Choose a topic that you are interested in.
- Sites that are **not** suitable for this paper include; a Web site describing a computer or internet game.
- It is important that you spend your time implementing the project rather than sourcing the material.
- Design your Web Pages so that the intended audience has easy access to the material.
- Any material down loaded from the Internet must be acknowledged and referenced.
- Check out the EIT Intranet for examples of work from previous students.

Note: Discuss your topic with the Lecturer before you begin to ensure you can fulfill the assessment requirements. You must get the topic approved before you begin the design phase.

INFORMATION REQUIRED

1. Between 8 and 12 information Web pages with a consistent design theme.
2. Home Page (index.html) - The first page that the users see when they look at your Web Site.
3. A Site map page.
4. A Bibliography page (Other useful links) - Links to other resources relevant to the topic you have chosen. These must be laid out in an APA reference style.

DESIGN REQUIREMENTS

Your finished work must exhibit an attractive page design, and elements, which demonstrate your knowledge and competency at using the Web authoring tool and programming with HTML. Your Web Site design and structure is to be **original**. As this is not intended to be a multimedia element creation paper, media elements can be original or non-original. The project's main emphasis is in how the media is organised on the screen for the intended audience of the web site.

- The Design will be in the form of a Storyboard displaying the elements of each screen and links to other pages clearly shown.
- Site organisation
 - The pages need to be of commercial quality, and be free from spelling and grammatical errors.
 - The site must have a depth of at least three layers, and links should be meaningful.
 - A sequential series of pages (similar to a PowerPoint slide presentation) is not acceptable.
- Page elements
 - All pages must have the topic name at the top, and when printed must fit on ONE A4 piece of paper.
 - Use div tags (rather than tables for layout).
 - Standard page elements: buttons, rules, background, headings.
- Visual design
 - Eye catching design – distinguishes it from others Use backgrounds, colours.
 - Seamless and coherent use of the media, simplicity and ease of use for the intended audience
- Media
 - Appropriate images and animations which relate to the text content
 - At least one original image and one animated gif is to be included.
 - At least one interactive element, such as a JavaScript.
 - At least two digitised sounds of more than one format (e.g. wav, mp3), and at least one video with sound (may be an embedded video – e.g. from YouTube).
- Accessibility. Use of alt tags, layout and design for accessibility.
- Credits (external links, APA referencing, statement of authenticity)
- Overall, including complexity
 - All pages are to use a Cascading Style Sheet. At least two CSS's are required for the site.
 - Professional design, something special
 - Size of your web site must not exceed 10MB.

POSSIBLE SOURCES OF CONTENT

You are expected to source your content from a wide range of materials. All sourced content is to be cited using APA style referencing (refer to the APA style guide).

MARKING GUIDE RUBRIC

A rubric is the guide for marking, and you should use it as a guide as to the expectations for your work. It contains the main criteria typically used for marking.

The *amount* to which a criterion is present will affect your marks (for example, how *many* quality sources did you use?), and other considerations will be taken into account – this rubric is provided only a guide to expectations.

Please note:

It is not appropriate to use this as a strict classification – e.g. “My report does everything you say in the second column therefore I should be a ‘2’ or ‘3-4’” – instead it is more helpful to ask why you received the grade you did.

So, you do not have to meet ALL of these criteria to fall into a grade range – other factors may contribute to the grade, for example, if you do not attend all presentations OR if you attend but give no feedback, your grade may fall into the “1” or “1-2” range. Similarly, in the second column range, if your report meets most of the criteria, but a few small things are in the lower range, you may still be awarded a 2 (or 3-4) (based on how solidly you are in the range for everything else).

For each section marks will be awarded as appropriate. Marks for each section will be added up to get your total grade for this assessment.

STORYBOARD RUBRIC

	1	2	3	4	Out of
<p>1. User definition and preliminary design</p> <p>A single page outlining your target audience, and how you will address their needs. (300+ words)</p> <p>3 sample designs (home page + rep info), plus advantages and disadvantages.</p> <p>Rationale as to why the final design chosen.</p>	Target aud poor/missing. Designs or discussion poor.	Target aud desc adequate. Poor designs or Adv/ Disadv unclear. Missing final design	Target aud could be improved. Designs need to rep whole site not individ page & in colour. Final design not identified	Single page, target aud well defined. 3 designs show home page and indiv pages rep of whole site with adv/disadv. Final des clear with reasons	4
<p>Navigation Map</p> <p>One page showing the navigational links between all the screens. A title and page names should be included</p>	Basic or missing	Missing title, first page not clear, directions not clear, WWW link missing, CSS not shown	Navigation map could be improved. E.g. Title/CSS/WWW links missing.	Clear navigation map	4
<p>Generic</p> <p>Description of any elements common to the web site.</p> <p>A representative page that shows colours, layout etc.</p> <p>Basis of CSS.</p>	No representative layout or poor submission.	Features like screen size missing. Colours should be used on rep page. CSS: Specify element standards like, body, headings, buttons, .. Generic page confused with home page.	Could be improved to better help person compiling the site.	Elements well described, suitable to create a CSS.	4
<p>Web page design</p>	Poor submission. Would not be suitable for a web developer to create a web site from	Insufficient detail. Keep each page on a single "printed" page. Does not follow nav map. Put actual headings (not "Heading") on pages. Boxes for images. Images not sketched. Colour reqd.	Could be improved. Colour/ layout/ images/ text/ etc..	At a level that this could be handed to a web developer to complete,	8
<p>Schedule of Elements</p>	Poor/ minimal submission	Insufficient element details. Not organised well. Missing elements. Filenames not specified	Elements included but could have more detail (images hwx, desc; video: size,..)	Well described - suitable for element creator to produce the media elements	4
<p>Overall (includes mark for "creativity")</p>	Poor/ minimal submission	insufficient/too many web pages (8-12 req). Not presented as expected for degree level paper. Topic not clear at start. Basic site	Could be improved. A little more creativity to make this site something special. Word skills (such as auto Table of contents, page breaks should be used)	Well presented, exemplar for the assessment. Creative web site	8

PROJECT RUBRIC

	1	2	3	4	/4
	1-2	3-4	5-6	7-8	/8
1. Site Organisation and Navigation	Poor submission. Folder/Files disorganised, redundant files	Folder/Files disorganised, redundant files. First page not clear, navigation confusing. Spelling/grammar errors. Sequential site	Could be improved. E.g. Too many pages. Hyperlink position not consistent	Sensible file structure/names, 3 layers deep, easy navigation spelling/grammar ok, meaningful links, not sequential, 8-12 pages	4
2. Page elements (e.g. 2 x Css, no);	Broken code, mixing content and style.	Code issues (<title>, meta tags, headings, css, graphics,) . Page (hierarchy not clear, too long). Text issues (wordwrap, used for spacing, clashing colours, fonts unreadable). Images (Text as graphics missing alt), Format tags used (Font, center, etc)	Could be improved	2 x CSS used and div tags allow for responsive design. Good clear formatted code with comments	8
3. Visual design	Messy site, difficult to follow. Basic design	Page layout, text (colours, white space) could be improved. Text Header/footers consistent. Site has basic structure.	Pages could be balanced better (e.g. centered). Tidy site but could include something special	Site includes something special	4
4. Multimedia image (1 image (orig), 1 anim gif); Audio (2 diff formats); Video; Interactive (JS/Flash)	Only a few media elements included. Inappropriate or have no relevance to the topic	Media elements missing. Links broken (e.g. images not uploaded as in wrong folder)	Media elements could be improved (layout, alt tags, some missing - original mage, not appropriate) Audio not annoying!	All media elements included to a high standard	8
5. Accessibility	Significant accessibility issues	Accessibility issues need to be addressed more clearly. Missing alt tags, white space, not responsive	Minor accessibility issues. Absolute text sixes (px), alts missing, "Click here" should not be used.	Site includes good clear alt/title tags. Links clear, appropriate white space. Text equivalents for media. Responsive.	4
6. Credits and External Links	No external links/broken. Credits missing	Broken links. Credits missing	Could be improved	References in APA style. External links hyperlinked, and described	4
7. Complexity	Minimalistic web site.	Basic web site.	Site size > 10MB	Correct use of <div>, classes, effective use of scripting, good commenting of code, professional design, responsive site	8
8. Presentation	Poor/ minimal submission	insufficient/too many web pages (8-12 req). Not presented as expected for degree level paper. Topic not clear at start. Basic site	Could be improved. A little more creativity to make this site something special. Word skills (such as auto Table of contents, page breaks should be used)	Well presented, exemplar for the assessment. Creative web site	4
9. Review Screen shot, Sbd changes, enhancements & improvements, review form, reflection	Missing or very poorly presented	Incomplete (parts not submitted). Basic feedback	Review form needs to be more than tick boxes and should include target audience	Good feedback and reflection. Review form will provide useful feedback	8