

CEMS Undergraduate Modular Programme 2008-09
UF1ET6-20-1 INFORMATION DESIGN
ASSIGNMENT - component B2
INFORMATION DESIGN FOR WEBSITE & COMPARISON WITH NEWSLETTER

Task

This is an **individual assignment** with two related tasks.

1. Create a website for the same organisation as your newsletter assignment, ie. *Erewhon Amateur Astronomical Association (EAAA)*.
2. Write a report which (a) gives an account of the design of your website and (b) compares the content, organisation and use of information about your topic in the two different publication media (website and newsletter).

The **Website** should be designed according to good website design guidelines, including those taught in this and parallel modules. Stay within the topic domain of amateur astronomy - as explored in your first assignment, but perhaps extended in some areas for the current exercise. The site need not be extensive and it should be possible to include at least some of the information from the newsletter. About six pages should be adequate. Use *Dreamweaver* to create the website. Try to make the website interesting and accessible to people who don't know much about the topic as well as useful and informative to insiders.

The **Report** should :

1. Give an account of the design of your website. Bring out the approach and principles you followed to design your website. Discuss the audience your website is designed for. (Consider that the website may have a larger, more diverse audience than the newsletter.) Show awareness of standards and accessibility issues, and suggest suitable search keywords for the site.
2. Compare and contrast information design across the two kinds of publication. In comparing the two publications, discuss differences in the material included in them. Consider what kinds of information work in a periodical print publication, compared with what kinds work on an evolving website. Print and online media have different characteristics including interactivity and different strengths and weaknesses - explore some of these. Different design principles have been suggested for the two media - show awareness of these.

The report should be 1500 words long (+/- 10%). You'll need to focus your report carefully to stay within the word limit.

Assessment criteria

The breakdown of marks will be as follows.

1. Website (40%)
 - 20% for quality and organisation of information content over the pages of the site, and for page layout and use of presentation features (including use of graphics);
 - 20% for the coherence and look and feel of the site as a whole, including navigation, accessibility, and behaviour.
2. Report (60%)
 - 25% for discussion of your approach to the content and design of your website. Explain your design decisions, referring to relevant design principles. Include a brief discussion of conformance to standards and accessibility guidelines, and suggestions for keywords.
 - 25% for comparative evaluation and discussion of the two publications. Include discussion of how the newsletter and the website are similar or different in content, how together they present coordinated information about the topic area, and how you have integrated them or differentiated them stylistically and technically.
 - 10% for report quality - document structure, clarity of expression, and accurate referencing.

To pass the assignment you will need to build a basic functioning site for EAAA and, in your report, to discuss some design principles you used in creating the site, and to make some points of comparison between your website and your newsletter. A good pass will go further than this basic requirement in one or more of these areas.