Assignment Template: After

Please use the following Assignment Template to help further define your deliverable for your "After" practicum work.

These assignment templates are designed to help you think about the key aspects of assignment design and should be used for each of the three major assignments. Please feel free to discuss and adapt aspects of this template in coordination with the Practicum Advisor.

AFTER

In a paragraph or less, describe the assignment.

> The after phase of the practicum would focus on the integration of everything learned thus far – creating a final website that explains the principles, history, and application of graphic and digital design, while also being designed with those same principles in mind. In doing so, I hope to compile the previous writings and webpage samples into a single repository for others to browse and learn, while integrating them to work more interactively with the website format. The website itself will serve as the final deliverable, demonstrating my own progress with digital and graphic design in both researching and applying the concepts learned over the course of the practicum.

Assignment Goals

List the goals or objectives of this assignment

> The goal of this assignment is to utilize the understanding of graphic design concepts and their application to create. In doing so, I hope to
> - Design and program a website detailing the principles, history, and application of graphic and digital design
> - Integrate graphic design concepts within the layout and aesthetic of the website itself
> - Add interactivity to the website to document and exemplify the usage of graphic and digital design tools
> - Follow and document the graphic and digital design process in laying out and building the website

Learning Objectives

Identify the learning objective(s) from your Practicum Proposal Form that this assignment helps you to achieve.

1. How has graphic design evolved over time and culture?
2. How does graphic design help relay information in an intuitive but cohesive manner?
3. What principles have shifted in the transition from graphic to digital design?

Audience

Determine the audience of this assignment. While the Practicum Advisor will undoubtedly be an audience member, try to imagine a broader audience as your primary one. Try to be specific about that audience, too. Is it a technical audience? Is it a lay or general audience? One trick to help with this is to imagine where this might be published. Publishing in an academic journal obviously has very different audience expectations than publishing something on YouTube.

The broader audience for the after assignment is supposed to be the most general of all the phases, combining the research, examples, and application of the before' and 'during' sections to be more well-rounded and accessible to the average internet using, and not just those already familiar with the subject. In doing so, I hope to cultivate an audience of anyone with a passing interest in graphic design, with no to few barriers of entry to the topics and processes discussed in the website. Regarding publishing, I'd like to also adapt and integrate my previous writings on the website to serve as a launching off point for more in depth discussion and analysis and encourage those interested to research graphic design for themselves. Being the last part of the project, I'd like to also host the website on a semi-permanent server so that it isn't just limited to the audience as of current, but lives on after I graduate.

Medium

Please identify the medium (written text, vlog, multimedia mashup, etc) that this text will take. Remember the famous Marshall McLuhan quote: "The medium is the message". In short, this means consider carefully what form you want this to take, and how that form is appropriate given the audience, your intentions as a creator, and the learning objectives you are trying to achieve. Remember, too that each medium will have its own conventions and audience expectations, so before identifying the medium, consider spending some time with other texts produced in that same medium. In the box below, identify the medium, your rationale for why it is an effective medium, and some of the characteristics of quality texts produced in that medium.

Medium: Website

Rationale: As the culmination of research into both graphic design concepts and digital design applications, a website serves as a fitting medium where I can demonstrate my own progress adapting graphic design principles and processes while also creating a repository of all writings thus far. Not only does doing so make the topics and research more accessible to general users, but it also documents and recaps the entire practicum for those new to it. Beyond just the deliverable itself, creating a website provides the opportunity to utilize the graphic and digital design processes, one of the valuable skills that inspired the practicum in the first place.

Characteristics of other effective texts in that medium: Quality texts produced in the website medium often provide greater control over its display and layout of information, which can be useful when illustrating graphic design principles, while also serving as a repository for more conceptual information, extending the accessibility to those writings for those who are interested.

Assignment details

Length: 0.5 month
Due Date(s): April 19ᵗʰ, 2023
Formatting: Website, compiling all previous writings and webpages
Other: Primarily applications-based, and builds on the other phases of the practicum in both writings and process to create one cohesive repository of deliverables.

Rubric

Please attach a rubric that identifies: A) categories to be graded (think here about which aspects of the assignment align with and help develop your learning objectives), and B) criterion for evaluation (what, essentially, constitutes an "A" for that category vs a "B", vs a "C" etc.) As you think about putting this together, please try to connect the specific ways in which any given assignment will connect with and capture specific outcomes. If creating a traditional grid rubric feels unauthentic or constraining, start by trying to define as clearly as possible what 'success' looks like for this deliverable. **We will use your rubric to help assess and define your final grade.**

Category	A	B	C
Application – How well made is the website?	Webpages are all well-documented, concise, and easy to follow.	Webpages are documented, but are confusing to follow and very verbose.	Webpages are thrown together and lack documentation about their purpose and function.
Design – How well does the website utilize graphic design to strengthen its information flow	The graphic design of the website makes it clear where to access information that a user might want. Additionally, it highlights useful information that users might not look for on their own.	The graphic design of the website does not always make clear where to access information, and does not highlight any information that a user might miss.	The graphic design makes it so that the user cannot figure out how to find information on the website.
Interactivity – How well does the website utilize interactivity to engage its users	Website has interactive pieces that aid in information emphasis, navigation, and cohesiveness.	Website has interactive pieces that aid in information emphasis and navigation, but detract from website cohesivity	Website has some interactivity that is stilting and detracts away from the information at hand and website cohesivity
Content – Does the website contain all previous research and is it well integrated?	All writings are on the website, and fit cohesively with the website design and format.	All writings are on the website, but do not fit well with the website format and design.	Website lacks a few writings, and those that exist do not fit well with the website format and design.
Process – How well does the website utilize and document the graphic design process	Multiple designs created and annotated and the design process is well-documented.	The design process is well-documented but lacks multiple designs to compare against.	Design process isn't well documented but nonetheless followed.