

Assignment Template: During

Please use the following Assignment Template to help further define your deliverable for your “During” 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.

DURING

In a paragraph or less, describe the assignment.

The during phase of the practicum would focus on the ‘how’ and learning the tools behind modern digital and graphic design – primarily researching how to write in html5, css3, and JavaScript as those are the standards that make up most of the internet. In doing so, I hope to go through free tutorial series for each language hosted between *W3Schools* and *FreeCodeCamp*, as well as external examples and documentation to further support my understanding of how they work. After learning the languages and tools enough to confidently and skillfully create my own sites, I can create a basic guide on the fundamentals of each language and how they interact together, which I will keep around and eventually translate over to my own website in the last part of the project.

Assignment Goals

List the goals or objectives of this assignment

The goal of this assignment is to understand the basics of the tools behind modern graphic and digital design. In doing so, I hope to

- Learn and eventually be able to write in html5, css3, and JavaScript via online tutorial series from *FreeCodeCamp* and *W3Schools*
- Create and compile examples of webpages demonstrating the use of each digital design language and their interactions together
- Explain the basics of each digital design language and how they together form a website in a manner accessible to the average internet user

Learning Objectives

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

1. What principles have shifted in the transition from graphic to digital design?
2. How does graphic design help relay information in an intuitive but cohesive manner?

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.

My broader audience for the during assignment is likely to be kept technical in a similar way to the before phase, though probably wider in size as this part of the project begins to integrate the different disciplines that go into modern digital design, such as graphic designers, artists, front-end programmers, etc. In doing so, I suppose the audience would really be those interested in how graphic and digital design take shape in terms of code, and also those interested in how to code in front-end themselves. Regarding publishing, I plan to publish my assignment as both a guide to the fundamentals of digital design tools, such that anyone can pick it up and understand their basics, as well as a collection of webpage examples complete with documentation that explains the code and how it all comes together. As the practicum moves to its last phase, I hope to expand this audience to be more general and accessible to those unfamiliar with the topics, such that anyone may visit the final website and can browse their desired information without having to fully commit to a single topic such as the history, principles, or programming behind graphic design, as is the issue with these earlier phases.

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: Webpages / Digital Guide

Rationale: In line with the digital design focus of the assignment, example webpages aren't just another medium to convey information, but also a way to demonstrate progress in learning and utilizing the digital design tools. In doing so, it effectively serves two purposes, conveying information about the basics of the tools while giving examples of how each of the tools actually function and interact. As well, creating digital webpages sets the stage and provides practice for the final phase of the practicum, where I will be creating a final website integrating each of the reports and guides written thus far while demonstrating graphic design principles and information.

Characteristics of other effective texts in that medium: Quality texts produced in the webpage / digital medium often provide greater control over its display and layout of information, which will be useful to demonstrate graphic and digital design principles.

Assignment details

Length: 0.5 month

Due Date(s): April 6th, 2023

Formatting: Digital Text, in the form of webpages, one of those being a guide

Other: Primarily research-based, and may intersperse with other phases of the assignment to have time to integrate the different research focuses as the practicum goes along

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 are each webpage? | Webpages are all well-documented, concise, and easy to follow. | Webpages document their purpose, but are confusing to follow in explaining how each example functions. | Webpages are thrown together as examples only and lacks documentation to their purpose and function. |
| Demonstration – How well does each example website demonstrate the function and interaction of each language? | The webpages together clearly demonstrate how each tool functions, interacts, and complement the others. | The webpages together demonstrate individual functionality of each tool, but lack how they integrate together. | The webpages together lack demonstration of one of the tools or are irrelevant to how they function and interact. |
| Conciseness/Writing Quality – How well-written is the guide and does it waste any words? | Writing is concise, delivers information clearly with supporting diagrams and code. | Writing is mildly wordy, may exhibit a few errors, and lacks some support where it should have them. | Writing is repetitive, exhibits greater errors, and does not include any supporting diagrams or code. |
| Accessibility – How well is the topic explained? | It is explained in a way that the average internet user could understand without using a search engine. | It is well explained, but contains unexplained technical terms. Would require slight use of a search engine. | It is poorly explained and extremely jargon heavy. It would require heavy use of a search engine. |