



CUAPPR513

ASSESSOR GUIDE

Present a body of own creative work

Assessment 3 of 3

Project



Assessment Details

Task overview

This assessment is broken into 6 tasks.

- Task 1 – Creation of the final website
- Task 2 – Addressing conceptual and technical challenges
- Task 3 – Review project outcomes
- Task 4 – Budget outcomes
- Task 5 – Client presentation
- Task 6 – Evaluate and refine presentation for future opportunities



Assessment Information

Submission

You are entitled to three (3) attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment (e.g. allowing additional time)
- the evidence gathering techniques (e.g. oral rather than written questioning, use of a scribe, modifications to equipment)

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.



Please consider the environment before printing this assessment.

Congratulations, you are on your way to finalising EcoChic Apparel's website! launching into this assessment you will tackle creating the website on WordPress as well as making sure you meet copyright and intellectual property requirements

It's all about laying a strong legal foundation while spinning your creative magic.

This task is comprised of two (2) Parts:

- Developing the website using wordpress
- Documenting the source, copyright status, and permissions for each content piece used.

Let's dive in and bring that design vision to reality!

Task 1 Part A- Creation of the Final Website

With the chosen prototype from Assessment 2 as your guide, proceed to construct the final website for Julian and Echochic on WordPress. This will involve you finalising the design elements, implementing the features, and populating the site with content that reflects EcoChic Apparel's brand identity and values.

When creating the final version of the website for Echochic, you will need to consider design elements such as colour scheme, typography, imagery, layout, user interface, navigation, responsiveness, and branding consistency. These elements should work together to create an aesthetically pleasing, functional, and user-friendly website that aligns with echoChics identity and goals. You must also ensure that content appropriate to their business has been included.

Once complete, provide the link to the website along with screenshots.

<<Insert screenshot here>>

<<Insert link here>>

Assessor instructions: Students must provide a screenshot of their final website along with the link for assessor to access. Student must include design elements such as colour scheme, typography, imagery, layout, user interface, navigation, responsiveness, and branding consistency. It should be aesthetically pleasing, functional, and user-friendly to aligns with EchoChics identity and goals. student must also ensure that content appropriate to their business has been included.

Task 1b- Copyright and intellectual property rights

While you are creating Echochic's website under their requirements and design specifications, you must also be aware of any legal, ethical, and contractual information needed to complete your project and how these can be used to ensure that any design solutions you produce are safe. Using the reference bibliography template provided, document the following information to ensure you obtain and record clearance of copyright and intellectual property rights. You will need to document the source, copyright status, and permissions for each

content piece used on the website. These will include anything you have sourced to build the website, which include:

- Content
- Images or graphics used
- Media including videos, audio recordings, animations, and interactive content

Reference Bibliography for Copyright and Intellectual Property Rights	
<p>Content Description: Detail the text or narrative used on the website.</p> <ul style="list-style-type: none"> • Source: Where was it obtained or written? • Copyright Status: Is it public domain, copyrighted, or created in-house? • Permissions: Notation of permissions obtained or licenses purchased. 	
<p>Images/Graphics: Describe each image or graphic.</p> <ul style="list-style-type: none"> • Source: URL or provider details. • Copyright Status: Public domain, licensed, or original creation. • Permissions: Documentation of license agreements or permission letters. 	
<p>Media [Videos, Audio, Animations, Interactive Content]: Brief description of each media piece.</p>	

<ul style="list-style-type: none"> • Source: Origin or creator information. • Copyright Status: Copyrighted, royalty-free, or self-produced. • Permissions: Evidence of rights acquisition or credit terms. 	

This documentation ensures legal compliance and ethical use of intellectual property on the website.

Assessor instructions: Students must reference all work, images, videos or content used for the website. They must answer each question to determine their source, copyright status and permissions. This must be for ALL sources used to develop the website. This may include images from shutterstock, unsplash or abode. Content used may be from websites or book resources.

Task 2 -Addressing Conceptual and Technical Challenges

Reflection:

Now that you have completed building the website for Echochic, it's an excellent time to reflect on the different aspects encountered throughout this process. This will include aspects that were successful and aspects that may have challenged you. Consider the processes that worked well, any obstacles faced, and how they were overcome. This will allow you to understand problem-solving approaches and enhance your ability to learn and grow when developing your own creative work.

For this task, identify two [2] challenges faced during the website build. Describe each challenge and detail the strategies or solutions implemented to overcome them.

The two [2] challenges identified must relate to the following:

- Technical challenges
- Conceptual challenges

<<Insert response here>>

[Approximate word count: 100-200 words]

Assessor instructions: Students must identify two (2) challenges faced during the website build. They will need to describe each challenge and detail the strategies or solutions implemented to overcome them.

A sample answer is provided below.

For technical challenges, an example could be optimising the website for speed and mobile responsiveness, which required compressing images and employing responsive design principles. Another example may include not understanding how to use the website, so watching videos and training sessions to help utilise each function effectively.

Conceptually, a challenge was creating content that authentically communicates EcoChic's sustainability mission, addressed by collaborating with eco-conscious writers and stakeholders to produce genuine, impactful narratives.

Another conceptual challenge encountered was ensuring the website's content strategy effectively communicated EcoChic's impact on sustainability and ethical fashion. This was overcome by integrating storytelling elements that showcased success stories, customer testimonials, and the positive environmental impact of their products, thus deepening the connection with the audience and reinforcing the brand's mission.

Task 3- Review Project and Outcomes

As the graphic designer managing the website development for EcoChic, it's essential to consistently update the project board on Monday.com. This includes marking completed tasks, adjusting timelines if needed, noting any new challenges or insights, and ensuring the project's alignment with its initial goals and requirements. Regular updates on Monday.com will provide a clear record of the project's progress and success.

For this task, you will need to log back into Monday.com to access the dashboard you created in Assessment 2 Task 3. With this, you will need to update and adjust this project.

Instructions:

1. Log back into Monday.com
2. Select the board "EchoChic Digital Portfolio Project"

Your completed dashboard will be shown [Completed in Assessment 2 task 3]

3. In the "Development" group, you will see the three tasks named
 - o Website platform set up
 - o Content creation and management
 - o Features and functionality implementation
4. Select "status" and update all to "complete". This will reflect the stage you are in with this project.
5. Scroll down to "development" and change the status of "prototype testing" to complete.
6. Select "status" and update "user feedback and adjustments" to "working on it."
7. Once you have updated the status select "open" on "user feedback and adjustments" and leave a comment to confirm that this meeting is booked next week with Julian Bennett.

Take a screenshot or snipping of your task board once created and paste it in the space provided below. Make sure you capture all elements of your browser to show the board name, both groups and all assigned and dated tasks.

<<Insert Screenshot here>>

Assessor instructions: Student will need to update and adjust the tasks to show progress of project. They will need to screenshot their Monday.com dashboard to show their changes.

The screenshot shows two sections of a Monday.com dashboard: 'Development' and 'Testing and Launch'. Each section contains a table of tasks with columns for Task, Owner, Status, Due date, and Numbers. The 'Development' section has three tasks, all marked 'Complete', with a total budget of \$9,000. The 'Testing and Launch' section has three tasks: 'Prototype testing' (Complete, \$3,000), 'User feedback and adjust...' (Working on it, \$1,000), and 'Final launch preparations a...' (Not yet started, \$1,000), with a total budget of \$5,000. Red circles highlight the budget values for 'Features and functionality ...' (\$4,000), 'Prototype testing' (\$3,000), and the total for 'Testing and Launch' (\$5,000). Black circles highlight the 'Complete' status for 'Features and functionality ...' and 'Prototype testing'.

Task	Owner	Status	Due date	Numbers
Development				
Website platform set up		Complete	2 Jun	\$3,000
Content creation and man...		Complete	16 Jun	\$2,000
Features and functionality ...		Complete	1 Jul	\$4,000
+ Add task				
			2 Jun - 1 Jul	\$9,000 sum
Testing and Launch				
Prototype testing		Complete	8 Jul	\$3,000
User feedback and adjust...		Working on it	12 Jul	\$1,000
Final launch preparations a...		Not yet started	21 Jul	\$1,000
+ Add task				
			8 - 21 Jul	\$5,000 sum

Task 4 - Budget Outcomes

Scenario:

Julian has been keeping a close eye on the workflow and prioritisation of tasks and has flagged with you his concerns about budget allocations. Upon his request you have identified that you have gone over the \$8000 budget that was allocated for the Design phase by \$1000.

“Features and functionality implementation” was initially projected to cost \$3000 but has cost \$4000 instead, due to features that were implemented.

It is important you meet the \$20,000 Budget requirement so you have reassessed the project and realise you are able to save costs within the “testing and launching” Phase and cut the prototype testing by \$1000 down to \$3000 to stay under budget.

You will need to login Monday.com and adjust the budget to meet the new information.

Once you have adjusted the new figures and budgets within each category, take a screenshot and attach them below.

<<Insert screenshot here>>

Assessor instructions: Student will need to amend and update the budget figures to remain within the \$20,000 budget. They will need to screenshot their Monday.com dashboard to show their changes.

Development						
Task	Owner	Status	Due date	Numbers		
Website platform set up		Complete	2 Jun	\$3,000		
Content creation and man...		Complete	16 Jun	\$2,000		
Features and functionality ...		Complete	1 Jul	\$4,000		
+ Add task						
				\$9,000 sum		

Testing and Launch						
Task	Owner	Status	Due date	Numbers		
Prototype testing		Complete	8 Jul	\$3,000		
User feedback and adjust...		Working on it	12 Jul	\$1,000		
Final launch preparations a...		Not yet started	21 Jul	\$1,000		
+ Add task						
				\$5,000 sum		

Task 5- Client Presentation

It is now time to present the completed website to Julian Bennett at EcoChic Apparel. This will be conducted through a role-play session. Be ready to discuss your design process, the rationale behind your decisions, and how the website fulfils the brand's objectives.

The role play/meeting must include one (1) participant playing the role of Julian Bennett at EchoChic. The roleplay must be no longer than 15 minutes and address all elements of the Observation Checklist below.

These may be resourced using one of the following options:

- One peer with whom you are already working within the industry your qualification relates.
- One fellow student who will discuss your design work and provide constructive criticism. Don't hesitate to contact your fellow student via the Discussion Forum and coordinate your role-play with them directly.

If you cannot find a participant to play the other team member's role, contact your assessor via the Discussion Forum, who will discuss options for pairing up with another student to complete this task.

Option 1: One peer participant

Should you complete this task with your peer, you must fully brief them, providing them with the context of the role play/meeting, a role outline to play and a copy of the observation checklist so that they can prepare for the recording.

The peer must state their name and job title at the start of the recording to inform consent.

Option 2: One fellow student participant

The fellow student participating in the recording must be provided with context to their role and responsibilities in the session and have reviewed the assessment activity and observation checklist so that they can prepare for the recording.

Student/s will need to state their name and that they are a student (as their job title) at the start of the recording to inform consent.

Recording instructions

Your role play must be recorded with all participant/s captured in a virtual room using a system such as Zoom, Skype or Teams.

Consent to participate in the recording must be obtained from all participant/s at the start of the meeting. This is achieved by the student reading the following statement at the beginning of the recording, with all participants replying with their name and job title to inform consent.

"This session/presentation is being recorded for assessment purposes for my course with Swinburne Open Education. This session will be recorded and submitted through my course online learning platform to my Assessor for grading. All participant/s in this session indicate their consent to be included in this recording by stating their name and job title."

The time taken to capture consent at the start of the recording does not count towards the recording time limit.

Include this recording as part of your assessment submission.

Before the role-play meeting

To prepare for this meeting, please provide the participant role-playing Julian Bennett information regarding the scenario to allow them to prepare and contribute to the meeting.

1. During the meeting, your Assessor will be looking to see that you can:

- your ability to effectively present the website
- articulate the design choices, and demonstrate how these align with EcoChic Apparel's brand values and target market
- your responsiveness to feedback,
- clarify the feedback through questioning and review
- ability to engage in constructive dialogue
- Skills in identifying potential improvements for the website based on discussions

During the meeting, the student playing the role of Julian Bennett must:

- Ask questions about the website layout, structure, content and visuals to understand how they meet Echochic Apparel's objectives and appeal to their target audience
- Enquire about the effectiveness of the design elements and gather feedback on user experience to identify areas for improvement.
- Provide feedback and suggestions for opportunities for updating and refining the presentation

ASSESSOR OBSERVATION CHECKLIST: Task 5

The meeting should be a maximum of 15 minutes.

Students must demonstrate each performance criterion outlined in the observation checklist below.

Assessor Instructions: Students' words will vary, but their responses must reflect the content of the sample answer.

ACTIVITY	SATISFACTORY YES / NO	ASSESSOR COMMENTS
Task checklist		
1: Did the student present the website in a clear way, showcasing the different elements and needs required from Echochic. These include: <ul style="list-style-type: none"> - Colour - Typography - Products - Content [including about us, shop, product page, history] - Design and layout 		<p>The student presented their design work for the client and described how they answered the brief through the following:</p> <ul style="list-style-type: none"> • Colour • Typography • Products • Content [including about us, shop, product page, history] • Design and layout • Navigation • Branding and consistency <p>The student was able to provide an explanation as to why they chose what they</p>

			chose and how each element relates to the mission and objective of EchoChic.
2: Was the student able to articulate the rationale behind each design decision, ensuring these choices effectively communicate EcoChic's values, appeal to the target audience, and meet the project's objectives.			The student was able to articulate the rationale behind each decision, ensuring these choices effectively communicate EchoChics Values, appeal to target audience and meet project objectives.
3: Did the student seek feedback and constructive criticism of their work to demonstrate improvement in their analysis and visual skills against the draft proposals.			The student asked for specific feedback on their work in progress for the designated layouts, created in <i>wordpress</i> using analysis of their analysis and visual skills, and asked questions such as: <ul style="list-style-type: none"> • Do my ideas for the website layouts work? • Have these ideas for the layouts fulfilled the brief I specified? • Does the design work I have produced reflect the ethos of the EchoChic?
4:: Did the student respond to the feedback?			After receiving feedback, the student: <ul style="list-style-type: none"> • Thanked their peer for their feedback • Received feedback positively • Considered all feedback points
5: Did the student clarify feedback through questioning and review?			The student clarified any points they were uncertain about The student confirmed the points made with their reviewer
6: Did the student collaborate through this process to reach a solution for the digital portfolio design.			The student was able to collaborate with Julian Bennet to reach an agreement on their final website product.

Task 6 – Evaluate and Refine Presentation for Future Opportunities

Reflection:

This task is a two (2) part reflection focusing on the evaluation and opportunities for further refining and improving the website. In the box below, document your responses.

1. How did evaluating the presentation against the set objectives and receiving feedback from Julian help you identify further areas for improvement?
2. Based on your role play, what opportunities can you pinpoint for refining the presentation further? Identify 3 examples of how you can update and refine the website and explain how you would do so?

1: <<Insert response here>>

2: <<Insert response here>>

[Approximate word count: 150-250 total]

Assessor instructions: Students must provide a description on how they evaluated the presentation against set objectives as well as provide areas of improvement that will further refine their website to meet EchoChics needs. They will need to provide three [3] examples of how they could further improve and refine the website, as well as explain how they would do so.

A sample answer is provided below.

Evaluating the presentation against objectives and Julian's feedback facilitated pinpointing mismatches between the design and EcoChic's brand needs. It allowed for a thorough review of elements like colour schemes, typography, and user interface, ensuring they accurately represented EcoChic's sustainable ethos. This reflective process led to actionable insights, guiding targeted improvements to better resonate with the target audience and enhance the website's overall effectiveness and appeal.

After evaluating the presentation based on the set objectives and receiving feedback, I realised the importance of clear communication and structure. Feedback highlighted that some sections needed more detailed information to fully convey the message. This has led me to identify opportunities for refining the presentation, such as enhancing data visualisation and including more visuals to better align with the audience's expectations and improve the overall impact of the presentation. I can further improve on the product placement to ensure that products are available with a click of a button and are easy to find. I will do this by ensuring the section is on the front page. Lastly, I will have the same image throughout the website to ensure consistency throughout the client's journey.

Assessment Checklist:

Students must have completed all questions within this assessment before submitting. This includes:

1	Creation of the final website	<input type="checkbox"/>
2	Addressing conceptual and technical challenges	<input type="checkbox"/>
3	Review project outcomes	<input type="checkbox"/>
4	Budget outcomes	<input type="checkbox"/>

5	Client presentation	<input type="checkbox"/>
6	valuate and refind presentation for future opportunities	<input type="checkbox"/>



Congratulations, you have reached the end of Assessment 3

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