

DIG20011 Digital Mobility

Assignment 2 – Cross-Device Compatible Landing Page. Overall weighting 15% of total unit mark

Submission requirements

Submit both the landing page files and planning documentation to the Assessment area of the Canvas website – **Due 5pm Monday, 13th September 2021.**

- The Project Rationale and Design document should be submitted with the file label:
StudentName_StudentID_LandingPage (.docx or .pdf)
- Web files and folders should be archived into a single .zip file and submitted with the file label:
StudentName_StudentID_LandingPage.zip

Assignment Scenario

A landing page is a web-based document developed as a creative asset intended to encourage visitors to perform a certain action that achieves the objective of an organisation's specific marketing campaign. For example, a landing page may be deployed to collect contact information about people interested in a particular product (leads) by persuading visitors to submit a contact form in return for an appealing offer like a discount, small gift, or information. Landing pages can be standalone web documents that visitors access from clicking on a hyperlink from another touchpoint (like an email or a paid ad) or it can be incorporated into the home page of an organisation's website.

You have been appointed to design and develop a landing page that is as cross-device and cross-browser compatible as possible. The landing page should follow best practice with respect to HTML5 structure and responsive design with CSS3. The landing page should not feature JavaScript.

The landing page will be graded at two levels:

- 1) Meets all assignment criteria (max 80% of assignment mark)
- 2) Additional HTML5 and CSS3 features not covered in the unit with evidence of research (max 20% of assignment mark)

1. Project Rationale and Design Document

(as a guide – this section is worth 40% of the assignment mark)

Prepare a specification document that outlines the requirements and design guides for the landing page. This documentation should be a short guide with key takeaways structured in bullet points and include:

- 1) **Title page** that specifies your chosen organisation, your name and student number.
- 2) **Client overview** including a brief organisational outline/history.
- 3) **Campaign overview** including:
 - a. A single achievable and measurable campaign objective. What is the specific outcome that the organisation hopes to accomplish via the landing page? – follow “SMART” guidelines [specific, measurable, achievable, relevant and time-based].
 - b. A brief overview of the target audience. Include generalized demographic information (e.g.

age and income bracket, gender, location) and behavioural attributes (e.g. brand and technology preferences, interests and affinities).

These attributes should be reinforced by your own investigation and could include reviewing industry information or comparing existing landing pages or marketing materials deployed by your client or within the selected industry. Summarise what information or design choices will be included in the landing page to attract and persuade the target audience you've identified.

Do not paste a persona template – create your own profile.

- c. A summary of the landing page's key information and features to be implemented. Include any relevant attributes about the intended tone, look and feel as it relates to attracting the target audience.
- 4) **Wireframes:** provide wireframes for the landing page including annotated wireframes for mobile and tablet/desktop viewports. Label standalone content or structure features on the page layout. Listing technical information like HTML markup is encouraged.
- 5) **Style guide:** specify style rules for fonts, colour schemes, icons, document margins, and relevant design properties. Be mindful of accessibility and usability requirements. The style guide is designed to be a clear visual aid for developers to implement a web document's style rules so include relevant technical information like HTML colour codes and CSS measurements.

2. Web programming: Developing cross-device and cross-browser compatible landing page

(as a guide – this section is worth 60% of the assignment mark)

Design and construct a landing page that highlights an offer from an existing organisation of your own choice.

For example:

- Offering a new product, service or information (delivered via a white paper/digital pamphlet) from a large technology, sporting or clothing brand.
- Encouraging users to create an account for a cloud-based service like content streaming, social media or online gaming.

The landing page should be in HTML5 and sufficiently cross-device and cross-browser compatible to be easily used on a range of platforms including smart phones, tablets and desktop computers.

- a) Your landing page should feature an offer that includes "3 screens" of information at minimum i.e., the height of the document should "fill" the viewport of the browser 3 times over.
- b) The content arranged "above the fold" (the area of the page that's visible to the user before scrolling) must include a headline, a functioning call-to-action and relevant content that assists in persuading the user to accept the transaction or offer.
- c) Placeholder/dummy text is not permitted for any textual elements of the landing page.
- d) The landing page must link to one additional web page (e.g. a form completion or product information page).
- e) Do not reproduce layout/content from an existing landing page. However, if you wish the layout/style of your landing to be consistent to the style of an existing organisation's branding guidelines, please reference any web pages used as inspiration in your documentation.

DIG20011 Marking Scheme for Assignment 2 – Cross-device compatible landing page

| | |
|-----------------|------------------|
| Name/ID: | Assessor: |
|-----------------|------------------|

| Test Report: | | Comment |
|--|-----|----------------|
| <input type="checkbox"/> Documentation (Scope) <ul style="list-style-type: none"> • Description of client, the featured offer and the objectives of the landing page. • Description of the target audience. • List of required information needed on the landing page • Complete wireframe of the landing page for smart phone, tablet and desktop views. • Informative style guidelines (font choices, colour palette) appropriate use of space. • Engaging & Appropriate. | /20 | |
| <input type="checkbox"/> Documentation (Research) <ul style="list-style-type: none"> • Target audience, landing page information and web content is backed by investigation with sources referenced. • Each feature should be accompanied by an in-code comment describing the feature on the landing page. | /20 | |
| <input type="checkbox"/> Landing Page (Design and Organisation) <ul style="list-style-type: none"> • HTML and CSS matches graphic design across the landing and second page. • Accessibility principles adhered to. • Clearly organised file structure with external styling and linked assets • Meaningfully named files • Clear internal comments where markup does not fully explain page | /20 | |
| <input type="checkbox"/> Landing Page (HTML5, CSS3) <ul style="list-style-type: none"> • Images and media optimised for cross-device compatibility • Use of semantic markup in structural elements – avoid divs (spans are okay for inline styling) • Broad range of meta tags that comply with best SEO practice • Functioning hyperlinks and CTA. Form with at least 3 controls if required. • Style rules match semantic markup • Appropriate styling of elements, block and inline text | /20 | |

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| <ul style="list-style-type: none"> • Appropriate use of pseudo-classes | | |
| <input type="checkbox"/> Landing Page (Compatibility) <ul style="list-style-type: none"> • Progressive - Works across at least 3 browsers with explanation if doesn't work • Responsive - Works on full-size, tablet and smartphone screens | /20 | |
| Grand Total | /100 | |