DGTL12008 *Mobile Application Development*
Term 2 - 2023

Profile information current as at 03/05/2024 05:36 pm

All details in this unit profile for DGTL12008 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

This unit will teach you how to develop application software (apps) for mobile devices, building on your knowledge of programming, user experience design and web technologies. You will learn about key features of the mobile industry, mobile technologies, mobile devices and mobile platforms. Through a combination of theory and practice, you will learn how to develop and optimise content for mobile devices, and how to create user interfaces and navigation controls. You will design, implement, test and debug mobile applications using industry-standard software tools and cross-platform application programming interfaces (APIs).

Details

Career Level: *Undergraduate*
Unit Level: *Level 2*
Credit Points: *6*
Student Contribution Band: *8*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites

Prerequisite: (DGTL11006 Coding Fundamentals AND DGTL11005 Web Design) OR MMST11002 Web Design Students who have completed DGTL13002 Mobile Application Development may not enrol in this unit
Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the Assessment Policy and Procedure (Higher Education Coursework).

Offerings For Term 2 - 2023

- Brisbane
- Bundaberg
- Cairns
- Mackay
- Online
- Rockhampton

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

Regional Campuses

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

Metropolitan Campuses

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Written Assessment**
Weighting: 40%
2. **Practical Assessment**
Weighting: 60%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the University's Grades and Results Policy for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the CQUniversity Policy site.
You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the CQUniversity Policy site.

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from SUTE Term 2, 2022

Feedback

Incorporate more examples of previous student applications.

Recommendation

Provide examples of mobile applications developed by previous students of DGTL12008 Mobile Application Development.

Feedback from SUTE Term 2, 2022

Feedback

The weekly tutorial assets should be available for students to download and follow the tutorial presented for that week.

Recommendation

Provide more resources (tutorial assets) to support the weekly tutorial lessons.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. explain key features of the mobile industry, mobile technologies, mobile devices and mobile platforms
2. develop and optimise content for mobile devices
3. create user interfaces and navigation controls for mobile applications
4. design, implement, test and debug mobile applications.

Not applicable

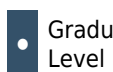## Alignment of Learning Outcomes, Assessment and Graduate Attributes
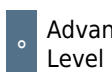
— N/A Level ∘ Introductory Level ∘ Intermediate Level ● Graduate Level ∘ Professional Level ∘ Advanced Level

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	**2**	**3**	**4**
1 - Written Assessment - 40%	●		●	●
2 - Practical Assessment - 60%	●	●	●	●

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	**2**	**3**	**4**
1 - Communication	●	●		

Graduate Attributes	Learning Outcomes			
	1	2	3	4
2 - Problem Solving		•	•	•
3 - Critical Thinking	•	•	•	•
4 - Information Literacy	•	•	•	•
5 - Team Work				
6 - Information Technology Competence	•	•	•	•
7 - Cross Cultural Competence	•	•		
8 - Ethical practice	•	•		
9 - Social Innovation				
10 - Aboriginal and Torres Strait Islander Cultures				

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Written Assessment - 40%	•	•	•	•		•	•	•		
2 - Practical Assessment - 60%	•	•	•	•		•	•	•		

Textbooks and Resources

Textbooks
DGTL12008

Supplementary

PROFESSIONAL MOBILE APPLICATION DEVELOPMENT
(2012)
Authors: McWherter, J & Gowell ,S
Binding: Website Link

IT Resources
You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Adobe Dreamweaver CC latest version
- Adobe XD CC latest version
- Micorsoft word
- Node JS
- Visual Studio Code (latest version)
- Capacitor from https://capacitorjs.com/
- React from https://react-cn.github.io/react/downloads.html
- Ionic from https://ionicframework.com/docs/v3/cli/package/download/
- Android studio (latest version) - optional

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition (APA 7th edition)](#)
For further information, see the Assessment Tasks.

Teaching Contacts

Regina John Luan Unit Coordinator
r.johnluan@cqu.edu.au

Schedule

Week 1 - 10 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to Mobile Application Development Assignment one briefing Tutorial: i. Explore the online web app builder ii. Site set-up	McWherter, J & Gowell ,S 2012, 'Chapter 1: Preliminary Considerations,' in Professional Mobile Application Development, Wrox, Birmingham, England, available at https://learning.oreilly.com/library/view/professional-mobile-application/9781118240687/xhtml/Chapter01.html	

Week 2 - 17 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Mobile Application Development: Overview, marketplace & opportunities Tutorial: i. Introduction to Ionic	Borasi, P & Baul, S 2019, Mobile Application Market Statistics - 2026, viewed 20 January https://www.alliedmarketresearch.com/mobile-application-market	

Week 3 - 24 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic

Mobile platforms and Operating Systems
Tutorial:
i. Create a simple app using Ionic
ii. UI Component - Toolbars
iii. Formatting and buttons

Williamson, L, Chandgadkar, O, Mathur, A, Ray, S, Schrag, D, Snook, R & Zhang , J 2015, ' Chapter 1 Mobile: The New Generation of Information Technology ', in Enterprise Class Mobile Application Development: A Complete Lifecycle Approach for Producing Mobile Apps, IBM Press, available at https://learning.oreilly.com/library/view/enterprise-class-mobile/9780133478679/ch01.html#ch01.

Week 4 - 31 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Design Specification Document: Ideation process and innovation for a new mobile app Tutorial : i .Theming	Khorkov, E 2017, From Idea To Development: How To Write Mobile Application Requirements That Work, viewed 19 September, https://www.smashingmagazine.com/2017/05/writing-mobile-application-requirements/#comments-writing-mobile-application-requirements	

Week 5 - 07 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
UX Design for Mobile - Usability, and self-evident design Tutorial: i. Designing Mobile user interface using prototype tools	McWherter, J & Gowell ,S 2012, 'Chapter 4:Mobile User Interface Design' , in Professional Mobile Application Development', in , Wrox, Birmingham, England, available at https://learning.oreilly.com/library/view/professional-mobile-application/9781118240687/xhtml/Chapter04.html	

Vacation Week - 14 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 21 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
Prototyping - General design planning, prototyping and user testing Tutorial: i. Mobile list and form component	Lindberg, O 2020, Conduct Usability and User Testing for Mobile Apps Like a Pro, viewed 28 April, https://xd.adobe.com/ideas/process/user-testing/conduct-usability-user-testing-for-mobile-apps-like-a-pro/	Assignment 1: Design Specification Document, Mobile User Interface Design Prototype, and Online Peer Feedback Due: Week 6 Friday (21 Aug 2023) 11:59 pm AEST **Design Specification Document, Mobile User Interface Design Prototype, and Online Peer Feedback** Due: Week 6 Friday (25 Aug 2023) 11:59 pm AEST

Week 7 - 28 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
General principles and best practices Assignment two briefing Tutorial: i. Introduction to React	Williamson L, Chandgadkar O, Mathur A, Ray S, Schrag D, Snook R & Zhang J 2015, ' Chapter 4 Mobile Application Development Lifecycle', in Enterprise Class Mobile Application Development : A Complete Lifecycle Approach for Producing Mobile Apps, IBM Press, available at https://learning.oreilly.com/library/view/enterprise-class-mobile/9780133478679/ch04.html	

Week 8 - 04 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Mobile Application Development Lifecycle Tutorial: i. Building your first App with React	Williamson L, Chandgadkar O, Mathur A, Ray S, Schrag D, Snook R & Zhang J 2015, ' Chapter 4 Mobile Application Development Lifecycle', in Enterprise Class Mobile Application Development : A Complete Lifecycle Approach for Producing Mobile Apps, IBM Press, available at https://learning.oreilly.com/library/view/enterprise-class-mobile/9780133478679/ch04.html	

Week 9 - 11 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Mobile Enterprise Tutorial : i. Mobile advanced themes	Williamson L, Chandgadkar O, Mathur A, Ray S, Schrag D, Snook R & Zhang J 2015, ' Chapter 5 Mobile Enterprise-Beyond the Mobile End-point', in Enterprise Class Mobile Application Development :A Complete Lifecycle Approach for Producing Mobile Apps, IBM Press, available at https://learning.oreilly.com/library/view/enterprise-class-mobile/9780133478679/ch05.html	

Week 10 - 18 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Testing Mobile Applications Tutorial: i. Adding functionality with JavaScript	Williamson L, Chandgadkar O, Mathur A, Ray S, Schrag D, Snook R & Zhang J 2015, ' Chapter 6 A Comprehensive Approach to testing of Mobile Applications' , in Enterprise Class Mobile Application Development: A Complete Lifecycle Approach for Producing Mobile Apps, IBM Press, available at https://learning.oreilly.com/library/view/enterprise-class-mobile/9780133478679/ch05.html	

Week 11 - 25 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Module/Topic Mobile DevOps Lifecycle Tutorial: i. Building Apps and Packaging	Williamson L, Chandgadkar O, Mathur A, Ray S, Schrag D, Snook R & Zhang J 2015, ' Chapter 7 Best Practices of Mobile DevOps ', in Enterprise Class Mobile Application Development :A Complete Lifecycle Approach for Producing Mobile Apps, IBM Press, available at https://learning.oreilly.com/library/view/enterprise-class-mobile/9780133478679/ch07.html	

Week 12 - 02 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic

		Assignment 2: Prototype Mobile Application and Written Report Due: Week 12 Friday (2 Oct 2023) 11:59 pm AEST
Review unit		**Prototype Mobile Application, Audiovisual promotional package and Creative statement & Resources Justification** Due: Week 12 Friday (6 Oct 2023) 11:59 pm AEST

Review/Exam Week - 09 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 16 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic

Term Specific Information

Unit Website (Moodle):
The unit website, accessible at https://moodle.cqu.edu.au, provides essential resources such as the Study Guide and an online discussion forum for the unit.

Study Guide:
All the necessary readings and activities for the unit can be found in the online Study Guide. The Study Guides, available in Adobe Portable Document Format (PDF), are accessible on the unit website.

Discussion Forum:
The unit website hosts an online discussion forum where students can engage in discussions related to the unit. The discussion forum serves as the primary support channel for off-campus students seeking assistance with tutorial activities and assignments. When seeking help via the discussion forum, please avoid posting code fragments to prevent plagiarism.

Node.js:
Node.js is a JavaScript library used for building user interfaces. It can be accessed at https://nodejs.org/en/.

Ionic:
Ionic provides tools for creating native iOS and Android apps, as well as Progressive Web Apps that work on mobile devices. It utilizes familiar web libraries, frameworks, and languages. Ionic can be downloaded from https://ionicframework.com/docs/v3/cli/package/download/.

React:
React is a framework that enables web developers to build large web applications that update information without reloading the page. It prioritizes speed, scalability, and simplicity. React can be found at https://react-cn.github.io/react/downloads.html.

Capacitor:
Capacitor is a cross-platform native bridge that allows you to convert web projects into native iOS or Android apps. More information about Capacitor can be found at https://capacitorjs.com/.

Prototype Tool:
Adobe XD, part of the Adobe Creative Cloud, is the recommended prototyping tool for developing interactive mock-ups of mobile applications for your learning activities and assessment tasks. Adobe XD can be accessed at https://www.adobe.com.

Text Editor:
You will need a plain text editor like Notepad or TextEdit for composing HTML, JavaScript, and CSS files. Notepad comes pre-installed on Windows, while TextEdit is included on MacOS. If you have Adobe Dreamweaver, it can also be used as an alternative with additional features such as syntax checking, syntax highlighting, and line numbering. Another option is Visual Studio Code, a free open-source editor that provides specialized features for React coding. Visual Studio Code can be downloaded from the Visual Studio Code website at https://code.visualstudio.com/download.

Web Browsers:
To explore the web and test your pages, you will need Google Chrome (https://www.google.com/chrome) and Mozilla Firefox (https://www.mozilla.org/firefox). Off-campus students should install the latest versions of these browsers, while on-campus students can use the versions installed in their local computer lab.

Adobe Acrobat Reader:
Adobe Acrobat Reader is a free program that allows you to view, navigate, and print PDF files, such as the DGTL12008 Study Guide. You can download Adobe Acrobat Reader from the Adobe website at https://www.adobe.com.

1 Design Specification Document, Mobile User Interface Design Prototype, and Online Peer Feedback

Assessment Type
Written Assessment

Task Description
Assignment One requires you to create a comprehensive 'Design Specification Document' and a User Interface (UI) prototype for a forthcoming mobile application. This project will serve as the basis for Assignment Two. Your task is to design a mobile application that showcases innovation, commercial viability, and addresses a market gap, with a strong emphasis on user interface (UI) and user experience (UX).

Assignment 1 consists of three distinct tasks:

- Task A: Design Specification Document
- Task B: Mobile User Interface Design Prototype
- Task C: Online Peer-Review

Task A: Design Specification Document (1500-2000 words)
In this task, you will develop a comprehensive Design Specification Document that serves as the foundation for the prototype mobile application in Assignment 2. The mobile application should cater to one of the following areas: education, business, industry work-cycle, lifestyle (e.g., fitness, food, travel), gaming or innovation mobile application. If you wish to propose another category, please confirm it with your unit coordinator.
The document should be created in Microsoft Word or a similar tool and have a word count between 1500-2000 words. It must be professionally presented, including a title page with unit code and name, assignment number and title, student name, student number, and due date. The proposal should include document header and footer with page numbers, logical headings, and sub-headings, and includes sections such as :

- Introduction,
- Functional Requirements,
- Navigation Map,
- Prototype User Interface Design (refer to Task B),
- Schedule/Timeline,
- References,
- Appendix (refer to Task C).

Task B: Mobile User Interface Design Prototype
Building upon the information from Task A, design and develop a user interface for the mobile application you plan to prototype in Assignment Two. The user interface design should align with the Navigation Map (Task A). You must follow recommended mobile user interface and user experience guidelines as covered in the learning material. The recommended software tool for designing and creating the mobile user interface is Adobe XD, which is part of the Adobe Creative Cloud subscription. However, if you prefer to use an alternative prototyping tool, it must have an online peer review feature integrated into the software. If you have any doubts or questions regarding the choice of software, please consult your tutor or the Unit Coordinator for clarification.

Task C: Online Peer-Review
For the final task, post the link to your mobile user interface design prototype (Task B) using the dedicated forum on the DGTL12008 unit website. This enables peers to review your prototype and leave meaningful feedback. Ensure the link to your prototype is accessible to your classmates
In addition to sharing your prototype, you must write a 150-300-word review for three (3) peers, addressing the following questions:

- Is the mobile app aesthetically pleasing and minimalist?
- Does the mobile app provide a good user experience?
- Does the mobile app offer users control and freedom?
- Are the images, icons, buttons and instructions intuitive?
- Any suggestions for improving the user experience?

To meet the expected level of detail for a future developer, make sure to justify your decisions, follow task guidelines, utilise APA referencing, and carefully proofread your work.

Assessment Due Date
Week 6 Friday (25 Aug 2023) 11:59 pm AEST

Return Date to Students
Week 8 Friday (8 Sept 2023)
Weighting
40%
Assessment Criteria
Task A : Design specification document (20 marks)

- Title page and introduction
- Platform
- Functional
- Flow chart/ Navigation map
- Application Interface Design
- Timeline
- Referencing

Task B: Mobile User interface design prototypes(12.5 marks)

- Originality
- Completeness (includes all assets ready)
- User experience
- Interface design
- Metaphor design

T**ask C: Online Peer-Review Adherence to the required discussion topics(7.5 marks)**

- Quality and completeness of task. (ie. 3 online Peer Reviews, 150-300 words each)

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online
Learning Outcomes Assessed

- explain key features of the mobile industry, mobile technologies, mobile devices and mobile platforms
- create user interfaces and navigation controls for mobile applications
- design, implement, test and debug mobile applications.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

2 Prototype Mobile Application, Audiovisual promotional package and Creative statement & Resources Justification

Assessment Type
Practical Assessment
Task Description
Assignment 3 consists of three related tasks:

- Task A: Prototype Mobile Application
- Task B: Audiovisual Promotional package
- Task C: Creative Statement and Resources Justification (500-1000 words)

Task A: Prototype Mobile Application
In this task, you will create a prototype for the mobile application you proposed in Assignment 1. The prototype should be innovative, addressing a specific problem or filling a gap in the market. The mobile application should provide tangible benefits to users, such as cost reduction, increased productivity, new income streams, or improved customer

service/workflow.

You are required to implement the mobile application using HTML5, CSS, and JavaScript. It is strongly recommended to use tools like IONIC and REACT for development. If you plan to use other tools, you must obtain permission from the tutor and unit coordinator. Please note that 'drag and drop' no-code development tools are not suitable for this assessment. All content and media elements in your prototype must be original.

Your mobile app should include:

- A logical, consistent, and usable navigation system.
- Content that aligns with the purpose of your mobile application.
- Well-designed elements, such as icons and images, for intuitive user interaction.
- An interactive form for user information input.

Ensure that the content, commands, and information layout in your mobile app match the chosen mobile operating system. Design elements, including images, fonts, colours, shapes, and textures, should be consistent with the mobile application theme.

More information about this task can be found on the unit website.

Task B: Audiovisual Promotional package

You must produce graphic assets for your mobile application, including the application icon and splash screen, as well as creating a promotional video to effectively market and promote the new mobile application.

Graphic Assets:

Mobile Application Icon:

- Design and create an original, visually appealing, and representative application icon for the new mobile application.
- Ensure that the icon is visually consistent with the application's theme, purpose, and target audience.
- Please submit the mobile application icon in PNG or SVG format with dimensions of 1024x1024 pixels. Both Android and iOS platforms require a 1024x1024 PNG file.

Splash Screen:

- Develop an engaging splash screen that effectively introduces the mobile application to users upon launch.
- Incorporate relevant branding elements, captivating visuals, and a clear call-to-action to entice users to explore the application further.
- Please submit the splash screen design in PNG or PSD format with dimensions of 4096x4096 pixels. Both Android and iOS platforms require a 4096x4096 PNG file.

Promotional Video:

- Gather any necessary resources such as images, video clips, or sound effects that align with your video concept.
- Use appropriate video editing software or tools to bring your video concept to life.
- Ensure that your video is engaging, concise, and highlights the most important aspects of the mobile application.
- Aim to create a visually appealing and persuasive video that motivates viewers to download and use the mobile application.
- Keep the video duration within 30 seconds, as brevity is essential for capturing and retaining viewers' attention. Export your completed video in a commonly supported format (e.g., MP4, MOV). Name the video file with your name and the title of the mobile application (e.g., "name_NewMobileAppPromo.mp4"). Ensure that your submission adheres to any specified file size or format requirements.

Guidelines:

Originality and Creativity:

- All graphic assets and the promotional video should be original and created specifically for this assessment task.
- Demonstrate creativity in your designs, utilizing appropriate colour schemes, typography, and visual elements.

Visual Consistency:

- Maintain visual consistency throughout all assets, ensuring they align with the application's theme and branding.

Target Audience:

- Consider the target audience of the mobile application and tailor the graphic assets and promotional video to appeal to their interests, needs, and preferences.

Quality and Professionalism:

- Aim for high-quality designs and a professional standard in both graphic assets and the promotional video.

Submission Guidelines:

- Create the mobile application icon, splash screen, and promotional video as separate files and then group into a .zip file
- Ensure the files are appropriately labeled and compressed (if necessary) to facilitate easy review as the following:
  - lastname_Icon.png
  - lastname_splashScreen.png
  - lastname_NewMobileAppPromo.mp4

Other Requirements and Tips

- If licensed music or image is used, evidence of the licensing agreement must be provided.
- Plan your production around the needs of a dedicated release platforms. For example, you may want to release the video on the TikTok platform, therefore, you must adhere to the TikTok's standard aspect ratio. Each video must be optimised for a different release platform chosen from the list below:

  - YouTube
  - Facebook
  - Instagram
  - TikTok
  - Snapchat
  - Twitter

Task C: Creative Statement and Resources Justification (500-1000 words)
You must submit a written creative statement and provide a justification for the resources used in the execution of a project.
Prepare a written creative statement and resource justification as a Microsoft Word document named 'Lastname_creativeStatement.docx' (replace 'Lastname' with your surname).
Consider the following suggestions:
Creative Statement:

- Develop a clear and concise creative statement that outlines the vision, concept, and objectives of your project.
- Your creative statement should effectively convey the unique and innovative aspects of your project, highlighting its intended impact and value.

Resources Justification:

- Justify the selection and utilisation of the resources employed in your project.
- Provide a rationale for the resources chosen, including software, AI tools, audiovisual tools materials, or third-party open source tools.
- Explain how each resource contributes to the overall success and quality of the project.
- Highlight any limitations or challenges faced in acquiring or utilising specific resources.

Assignment 2 Presentation and submission
The assignment must be submitted electronically through the unit website. You must submit THREE(3) files to complete this assignment:

- A ZIP file named 'Lastname_mobilePrototype.zip' containing the files in your mobile application (Task A);
- A ZIP file named 'Lastname_audiovisualPromo.zip' containing the files in your audiovisual package such as the following(Task B):
  - lastname_Icon.png
  - lastname_splashScreen.png
  - lastname_NewMobileAppPromo.mp4
- A Microsoft Word document named 'Lastname_creativeStatement.docx.docx' containing your creative statement and resource justification word document(Task C);

To meet the expected level of detail for a future developer, make sure to justify your decisions, follow task guidelines, utilise APA referencing, and carefully proofread your work.

Assessment Due Date
Week 12 Friday (6 Oct 2023) 11:59 pm AEST

Return Date to Students
Exam Week Friday (20 Oct 2023)

Weighting
60%

Assessment Criteria
Conceptualization (5 marks):

- Clear and well-defined concept for the mobile application prototype.
- Demonstrates a thorough understanding of the problem or gap in the market being addressed.
- Provides a compelling rationale for the mobile app's purpose and target audience.

Functionality (10 marks):

- Mobile application prototype effectively fulfills its intended purpose.
- All key features and functionalities are implemented and functional.
- User interactions and navigation within the prototype are intuitive and seamless.

Creativity and Visual Appeal (20 marks):

- The graphic assets and video demonstrate originality, creativity, and attention to visual aesthetics.
- The application icon and splash screen are visually engaging and align with the overall theme and purpose of the mobile application.
- The graphic assets and video effectively incorporate branding elements, such as logos, colors, and typography, to maintain consistency with the mobile application's identity.
- The promotional video clearly communicates the features and benefits of the mobile application in a concise and engaging manner.
- The video effectively captures the attention of the target audience and encourages them to download and use the application.
- The graphic assets and video demonstrate technical proficiency in terms of resolution, aspect ratio, and file formats suitable for mobile application usage.
- The video is well-edited, with smooth transitions, clear visuals, and appropriate use of sound (music or voiceover).
- Overall Impact -The combined graphic assets and video create a compelling and professional presentation that effectively promotes the new mobile application.

Coding (10 marks):

- Clean, well-structured, and organized code implementation.
- Proper utilisation of codes to develop the mobile app prototype.
- Adherence to coding best practices, including appropriate commenting and documentation.
- Understanding fragment of codes (outsourced) that helps to create the mobile app framework.

Innovation (5 marks):

- Demonstrates a creative and innovative approach in addressing the problem or filling the market gap.
- Incorporates novel features, functionalities, or design elements that differentiate the mobile app from existing solutions.
- Shows potential for practical application and commercial viability.

Creative Statement and resources justification(10 marks):

Clarity of Creative Statement:

- The creative statement clearly articulates the vision, concept, and objectives of the project.
- The statement effectively communicates the innovative and unique aspects of the project.

Justification of Resources:

- The justification of resources demonstrates a thoughtful selection process, considering their relevance to the project's goals.
- Each resource is adequately justified, showcasing its contribution to the success and quality of the project.
- Limitations or challenges in resource acquisition or utilisation are acknowledged and addressed.

This assessment carries a total of 60 marks.

Referencing Style

- [American Psychological Association 7th Edition (APA 7th edition)](#)

Submission
Online

Learning Outcomes Assessed

- explain key features of the mobile industry, mobile technologies, mobile devices and mobile platforms
- develop and optimise content for mobile devices
- create user interfaces and navigation controls for mobile applications
- design, implement, test and debug mobile applications.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the **Student Academic Integrity Policy and Procedure**. This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?
A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?
A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?
For academic advice and guidance, the Academic Learning Centre (ALC) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?

Be Honest
If your assessment task is done by someone else, it would be dishonest of you to claim it as your own

Seek Help
If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)

Produce Original Work
Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem