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GRAPHIC DESIGN LEVEL 6

VA/OS/GD/CR/08/6

Develop User Experience Design

July/August 2025

TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION COUNCIL (TVET CDACC)

PRACTICAL ASSESSMENT

TIME ALLOCATION: 3 HOURS

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INSTRUCTIONS TO CANDIDATE

1. In this practical assessment, you are required to perform the following tasks:

    a) Conduct user research and prepare a research brief
    b) Develop an information architecture for the website interface
    c) Create a digital mood board based on your research and case studies findings.
    d) Create wireframes for the sitemap
    e) Design the user interface for the website
    f) Display key micro interactions
    g) Generate a PDF or PNG format of the website interface, mood board and save in a well-labelled folder.

Design brief:

The website of Kilimo College library is a crucial resource for students, providing access to catalogs, research databases, and study materials. The feedback received has indicated that the website is difficult to navigate and lacks engaging features.

Task 1: Conduct User research

- Conduct research to analyze feedback and website usage data
- Perform competitive analysis of other library websites
- Compile a research brief to submit

Task 2: Develop Information architecture

- Develop an information architecture for the website, organizing the content and features in a clear and logical manner.
- Create a site map to illustrate the navigation structure and user interactions within the website.

Task 3: Develop User Interface/Visual Design

- Create a preliminary digital mood board of the website design.
- Design the user interface for the website, considering the brand identity, target audience, and usability principles.
- Create wireframes that demonstrate the visual layout, typography, color scheme, and overall aesthetic of the website.

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Task 4: Incorporate Micro interactions

- Apply key micro interactions within the website that can enhance the user experience and provide feedback or guidance.
- Design and describe the micro interactions, including animations, transitions, or subtle visual cues that can add interactivity and delight to the user interface.

Task 5: Submission of Tasks

a) A well labelled research project brief in Word document format
b) A well labelled digital mood board in PDF or PNG format
c) A well labelled website interface in PDF or PNG format
d) Submit your digital designs in a well-labelled folder

2. You are required to have the following resources to carry out the tasks:

- A functional computer
- Professional design software
- Microsoft Office Word software
- Internet
- Colored printer
- Mockup
- A4 printing paper
- A4 glossy printing paper

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