STUDENT AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Information			
Module Title	Web Design Studio		
Module Code	UFCFT6-30-1	Level	Level 4
For implementation from	2018-19		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Environment & Technology	Field	Computer Science and Creative Technologies
Department	FET Dept of Computer Sci & Creative Tech		
Contributes towards	Digital Media [Sep][FT][Frenchay][3yrs] BSc (Hons) 2018-19 Digital Media [Sep][FT][Frenchay][3yrs] BSc (Hons) 2018-19 Digital Media [Sep][SW][Frenchay][4yrs] BSc (Hons) 2018-19 Digital Media [Sep][SW][Frenchay][4yrs] BSc (Hons) 2018-19 Digital Media [Sep][FT][SHAPE][3yrs] BSc (Hons) 2018-19 Digital Media [Sep][FT][SHAPE][3yrs] BSc (Hons) 2018-19		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
Educational Aims: See learning outcomes **Outline Syllabus:** Information design: Investigating information legibility, clarity, and understanding. Discussion of design decisions regarding structure, layout, colour and typography in the presentation and comprehension of information. Visual Communication:

An introduction to the ideas and methodology underpinning visual communication. The relationship and difference between designing for print and the web interleaved with introduction to assessment criteria for design work and evaluation criteria. Using traditional and digital tools to tackle visually orientated design problems. introduction to drawing and rendering as part of the design process. Investigation of the digital workflow with tools such as the Adobe design suite, GIMP and MS office suite.

New publishing paradigms:

Investigations into the new publishing paradigms available on the world wide web. Considerations of the nature of 'content' and information and appropriate choice of carrier and disseminating technologies. Considering the implications of ubiquitous and pervasive media theories. Introductions to existing content publishing frameworks and channels from print to blogs to ePublications. Using technologies such as iBook, Blogger, Baker Framework for hPub and Appfurnace for mobile development on iOS and Android powered devices.

Teaching and Learning Methods: The syllabus will be explored through a combination of lectures and practical activities in a computer design studio. Students will be expected to learn independently and carrying out reading and directed study beyond that available within taught classes.

The weekly sessions will contain brief lectures, discussions, groupwork tasks, projectbased learning as well as individual tutorials.

Students will be expected to establish their personal UWE student website portfolio of interactive web technology projects. This will serve as a framework to explore and consolidate their skills and understanding of contemporary web platform technologies and associated software applications.

Part 3: Assessment			
Students will be expected to carry out several tutorial activities which will contribute to their portfolio assessment component. Each activity will be awarded a mark for its completion and web deployment where appropriate. The assignment for this module will be designed to consolidate the students' knowledge and practical skills in relation to the learning outcomes and to provide independent learning and problem solving. Assessment criteria will be established against learning outcomes and objectives provided in the assignment specifications.			

First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B		30 %	Individual coursework assignment
Portfolio - Component B		45 %	Portfolio with supporting documentation
Presentation - Component A	✓	25 %	Formal presentation of final portfolio project
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B		75 %	Individual coursework assignment
Presentation - Component A	✓	25 %	Formal presentation of resit assignment

Part 4: Teaching and Learning Methods		3
Learning Outcomes	On successful completion of this module students will be able to: 	

	Module Learning Outcomes
MO1	Show detailed knowledge and understanding of the deployment of web content using a range of applicable technologies for authoring media for web platforms
MO2	Apply their understanding of Information design principles, structure, layout, colour and typography to present information in an appropriate context
MO3	Demonstrate appropriate use of traditional and digital tools for solving communication design problems
MO4	Identify and implement appropriate processes with respect to visual design and communication with reference to the relationship between design for print and web based media
MO5	Demonstrate sound design and development practices for the appropriate use of existing web publishing frameworks. Including understanding of testing and debugging of web-based content
MO6	Asses the significance and likely impact of new and emerging web platforms, especially with reference to the implications of ubiquitous and pervasive media theories

Contact Hours	**Contact Hours**	
	Independent Study Hours:	
	Independent study/self-guided study	228
	Total Independent Study Hours:	228
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	72
	Total Scheduled Learning and Teaching Hours:	72
	Hours to be allocated	300
	Allocated Hours	300
Reading List	*The reading list for this module can be accessed via the following link:* https://uwe.rl.talis.com/modules/ufcft6-30-1.html	