STUDENT AND ACADEMIC SERVICES

UWE Bristol | University of the West of England

MODULE SPECIFICATION

Part 1: Information			
Module Title	Web Design Studio		
Module Code	UFCFT6-30-1	Level	Level 4
For implementation from	2019-20		
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		
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:

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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

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Part 4: Teaching and Learning Methods	
Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes: <table><tr><td>**Module Learning Outcomes**</td><td>**Reference**</td></tr><tr><td>Show detailed knowledge and understanding of the deployment of web content using a range of applicable technologies for authoring media for web platforms</td><td>MO1</td></tr><tr><td>Apply their understanding of Information design principles, structure, layout, colour and typography to present information in an appropriate context</td><td>MO2</td></tr><tr><td>Demonstrate appropriate use of traditional and digital tools for solving communication design problems</td><td>MO3</td></tr><tr><td>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</td><td>MO4</td></tr><tr><td>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</td><td>MO5</td></tr><tr><td>Asses the significance and likely impact of new and emerging web platforms, especially with reference to the implications of ubiquitous and pervasive media theories</td><td>MO6</td></tr></table>
Contact Hours	**Independent Study Hours:** <table><tr><td>Independent study/self-guided study</td><td>228</td></tr><tr><td>**Total Independent Study Hours:**</td><td>228</td></tr></table> **Scheduled Learning and Teaching Hours:** <table><tr><td>Face-to-face learning</td><td>72</td></tr><tr><td>**Total Scheduled Learning and Teaching Hours:**</td><td>72</td></tr><tr><td>**Hours to be allocated**</td><td>300</td></tr><tr><td>**Allocated Hours**</td><td>300</td></tr></table>
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

Part 5: Contributes Towards
This module contributes towards the following programmes of study: Multimedia Technology [Oct][FT][GCET][4yrs] - Not Running BSc (Hons) 2017-18 Digital Media [Aug][PT][SHAPE][6yrs] BSc (Hons) 2018-19 Digital Media [Aug][PT][SHAPE][6yrs] BSc (Hons) 2018-19 Digital Media {Foundation}[Sep][SW][Frenchay][5yrs] BSc (Hons) 2018-19 Digital Media {Foundation}[Sep][SW][Frenchay][5yrs] BSc (Hons) 2018-19 Digital Media {Foundation}[Sep][FT][Frenchay][4yrs] BSc (Hons) 2018-19 Digital Media {Foundation}[Sep][FT][Frenchay][4yrs] BSc (Hons) 2018-19