



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Web Design Principles		
Module Code	UFCFS6-30-2	Level	Level 5
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			
Module type:	Standard		
Pre-requisites	Introduction to Web Platforms 2018-19, Web Design Studio 2018-19		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p><b>Educational Aims:</b> See Learning Outcomes.</p> <p><b>Outline Syllabus:</b> The syllabus includes:</p> <p>Introduction. The current web environment. Clients and servers, browsers. displays, search engines, human-web interaction. Evolution of web design. Emerging technologies, tools and standards. Increasing bandwidth and new information appliances.</p> <p>Tools. HTML and CSS basics: document structure, tags, attributes, conventions, standards. Cross-platform design. Tables, templates, frames, forms, CGI scripts. Server-side includes. Code editors. CSS, HTML, microformats, Javascript, Processing, Arduino.</p> <p>Web design principles and guidelines: usability, accessibility, simplicity. W3 recommendations. Site design guidelines. Inclusive design: access for users with a broad spectrum of abilities. Internationalization. Simplicity in web design.</p>

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Site design. Site purpose, planning, and structure. User research, personas, client-designer communication. Information architecture. Home and interior pages. Consistency. Internet vs Intranet design. URL design. Site maintenance.

Page design. Screen 'real estate'. Interface design, navigation design, interaction design. Presentation and navigation metaphors. Separation of presentation and navigation. The visual hierarchy. Search capabilities. User navigation control and content contribution. Incorporating multimedia elements. Creating and maintaining pages with an authoring tool.

Content design (information design). Writing for the Web. Titles and headlines. Structure, layout, representation. Colour, graphics, typography. Legibility. Reading and attention. Embedding fonts. Designing for interactivity. Editing. Enriched content: multimedia and hypermedia. RSS feeds.

Visual design: Design sketches and prototypes. Iterative comp development. Designing for visual appeal. Observing and critiquing existing sites. Graphic design: the Web palette; GIF, JPEG, PNG. Response time.

**Teaching and Learning Methods:** Scheduled learning: attendance at regular studio-based groups. Students work on web design and construction in the creative technologies lab, with tutors available for comment and advice. Students learn, mainly through practical work, from tutors and from one another. Each session will be a mixture of talks from tutors, group discussions, practical work and/or seminars. Mainstream web authoring tools and design packages will be used/ discussed throughout the year.

Independent learning: Students are expected to read around the subject and to visit relevant websites with a critical sensibility. They are also expected to develop their project-based coursework assignments, and to attend relevant conferences or seminars.

Contact Hours:

The syllabus will be explored in studio-based groups of max 20 students. The sessions (usually 3 hours/week) will contain brief lectures, discussions, groupwork tasks, project-based learning as well as individual tutorials.

The 300 hours of scheduled time are expected to be covered in the following way:

Activity:

Contact time: 72 hours

Assimilation and development of knowledge: 148 hours

Exam preparation: 40 hours

Coursework preparation: 40 hours

Total study time: 300 hours

### Part 3: Assessment

On this module students need to complete a portfolio comprising of 3 tasks, which accounts for 75% of the module mark. At the end there is a presentation, which accounts for the remaining 25%.

The first portfolio task asks students to produce valid CSS/ HTML code that generates a web page that matches a given design specification. The main purpose of this task is the practice and demonstration of correct code.

The second task works systematically through several stages of usercentered project development in relation to the web, referring to Garrett's 5-plane model. Students work through specific stages (from user research to detailed design specification) and compile a thorough documentation of the pre-production phase.

The third portfolio task uses the compiled documentation (task 2) as the starting point for the design phase, and asks students to complete a section of the design. Design solutions need to suit the given target audience and need to be implemented correctly.

Assessment criteria for the portfolio work:

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Task one assesses the accuracy and adherence to the given design composite, the validity and quality of the code and the creativity of the code. Some marks are given via a peer review activity, and some via a reflective report.

Task two assesses the quality and completeness of the research documentation, as well as the quality of the chosen design direction.

Task three assesses the students' design, as well as their code professionalism. Some marks are given via a peer review activity, and some via a reflective report.

The presentation is held during the exam period after the end of semester 2. Students will present on a question given to them. This question relates to the syllabus covered.

First Sit Components	Final Assessment	Element weighting	Description
Presentation - Component A	✓	25 %	Presentation (10 mins)
Online Assignment - Component B		37 %	Task in applied CSS/HTML
Online Assignment - Component B		19 %	Task in practical web design
Online Assignment - Component B		19 %	Task in user-centred web design
Resit Components	Final Assessment	Element weighting	Description
Portfolio - Component B		75 %	Individual coursework assignment - portfolio
Presentation - Component A	✓	25 %	Presentation (10 mins)

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<b>Part 4: Teaching and Learning Methods</b>		
Learning Outcomes	On successful completion of this module students will be able to:	
	<b>Module Learning Outcomes</b>	
	MO1	Explain relevant and up-to-date working practices in HTML/CSS based web design, giving code examples
	MO2	Explain topics covered in the most important w3org specifications and recommendations, giving concrete examples
	MO3	Analyse and evaluate the qualities of a web design, the validity of its code, and its suitability for a specified audience group
	MO4	Use relevant contemporary web authoring languages to produce a smallscale web site to a given specification, to validate its code, and to upload it to a server
	MO5	Produce information content, and prepare image media content, suitable for a web publication
	MO6	Apply visual design principles to a given context and specification
	MO7	Self-manage the planning and implementation phase of web-based tasks
	MO8	Articulate design problems and justify design decisions
Contact Hours	<b>Contact Hours</b>	
	<b>Independent Study Hours:</b>	
	Independent study/self-guided study	228
	<b>Total Independent Study Hours:</b>	228
	<b>Scheduled Learning and Teaching Hours:</b>	
	Face-to-face learning	72
	<b>Total Scheduled Learning and Teaching Hours:</b>	72
	<b>Hours to be allocated</b>	300
	<b>Allocated Hours</b>	300
Reading List	<p>The reading list for this module can be accessed via the following link:</p> <p><a href="https://uwe.rl.talis.com/index.html">https://uwe.rl.talis.com/index.html</a></p>	