# MODULE SPECIFICATION

| Part 1: Information | | | |
|---|---|---|---|
| Module Title | Web Design Principles | | |
| Module Code | UFCFS6-30-2 | Level | Level 5 |
| 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 | Introduction to Web Platforms 2019-20, Web Design Studio 2019-20 | | |
| Excluded Combinations | None | | |
| Co- requisites | None | | |
| Module Entry requirements | None | | |

## Part 2: Description

**Educational Aims:** See Learning Outcomes.

**Outline Syllabus:** The syllabus includes:

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.

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.

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.

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:

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) |

**Part 4: Teaching and Learning Methods**

Learning Outcomes

On successful completion of this module students will achieve the following learning outcomes:

| **Module Learning Outcomes** | **Reference** |
|---|---|
| Explain relevant and up-to-date working practices in HTML/CSS based web design, giving code examples | MO1 |
| Explain topics covered in the most important w3org specifications and recommendations, giving concrete examples | MO2 |
| Analyse and evaluate the qualities of a web design, the validity of its code, and its suitability for a specified audience group | MO3 |
| 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 | MO4 |
| Produce information content, and prepare image media content, suitable for a web publication | MO5 |
| Apply visual design principles to a given context and specification | MO6 |
| Self-manage the planning and implementation phase of web-based tasks | MO7 |
| Articulate design problems and justify design decisions | MO8 |

Contact Hours

**Independent Study Hours:**

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|---|---|
| Independent study/self-guided study | 228 |

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|---|---|---|
| | **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:*<br><br>https://uwe.rl.talis.com/index.html | |

| **Part 5: Contributes Towards** |
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| This module contributes towards the following programmes of study:<br><br>Digital Media [Sep][FT][Frenchay][3yrs] BSc (Hons) 2018-19<br>Digital Media [Sep][SW][Frenchay][4yrs] BSc (Hons) 2018-19<br>Digital Media [Sep][FT][SHAPE][3yrs] BSc (Hons) 2018-19 |