



## **Module Specification**

### Website Design

Version: 2023-24, v1.0, 29 Jun 2023

#### **Contents**

<b>Module Specification .....</b>	<b>1</b>
<b>Part 1: Information .....</b>	<b>2</b>
<b>Part 2: Description .....</b>	<b>2</b>
<b>Part 3: Teaching and learning methods .....</b>	<b>3</b>
<b>Part 4: Assessment.....</b>	<b>4</b>
<b>Part 5: Contributes towards .....</b>	<b>5</b>

## Part 1: Information

**Module title:** Website Design

**Module code:** UMKDWF-15-M

**Level:** Level 7

**For implementation from:** 2023-24

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** None

**Field:** Marketing

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** The Website Design module equips students with the skills and knowledge to design and develop websites using current design principles and technologies. It focuses on the principles of professional design and development of sites from a marketing perspective and therefore does not cover or require any coding.

**Features:** Not applicable

**Educational aims:** Provide a critical understanding of the principles required to design, develop, and manage professional user-centric websites

**Outline syllabus:** This module will cover topics such as:

Web Optimisation

Exploration and critical discussion of user-centric mobile-first design techniques

Architecture – Domains and hosting

Content Management Systems

Designing Persuasive Websites

Design Techniques – Wireframes, templates, CTA,

Adobe XD – Inspiration Boards and Wireframing

Adobe XD - Mock-ups and Prototyping

Developing with WordPress and Page Builders

Plugins

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** This module uses a combination of interactive lectorials and practice-based computer workshops, whereby students are able to put what they have learned in practice each week and benefit from the guidance of an experienced tutor.

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** Demonstrate a critical understanding of persuasive website design principles

**MO2** Demonstrate a comprehensive knowledge of current best practice and trends in relation to user-experience

**MO3** Critically apply theoretical concepts and analytical methods toward designing and developing user-centred websites

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 128 hours

Face-to-face learning = 22 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/E2DE9A47-2D0A-272A-3163-87C4F854862C.html?lang=en&login=1) via the following link <https://rl.talis.com/3/uwe/lists/E2DE9A47-2D0A-272A-3163-87C4F854862C.html?lang=en&login=1>

## Part 4: Assessment

**Assessment strategy:** The summative assessment will include the submission of a completed professional user-centred website, as well as a completed prototype in an appropriate determined software. Prototyping will ensure students are able to demonstrate critical understanding of persuasive design principles and user-experience current best practice (LO1 and LO2). Submission of the completed website will ensure that students are able to critically apply theoretical concepts and analytical methods toward designing and developing user-centred websites (LO3). This continuity from prototype to full website will also help ensure students are developing their own work.

### Assessment tasks:

#### Practical Skills Assessment (First Sit)

Description: Students must submit a PDF document online containing a cover page with a link to their working prototype and a link to their working website. The PDF should also contain screenshots of relevant pages from the website to ensure no further updates have been made after the submission deadline.

Weighting: 100 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

#### Practical Skills Assessment (Resit)

Description: Students must submit a PDF document online containing a cover page with a link to their working prototype and a link to their working website. The PDF should also contain screenshots of relevant pages from the website to ensure no further updates have been made after the submission deadline.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

## **Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Digital Marketing [Frenchay] MSc 2023-24

Marketing [Frenchay] MSc 2023-24

Marketing Communications [Frenchay] MSc 2023-24