Unit Outline 2012
Faculty of Arts & Design

Web Design & Production
8178
This Unit Outline must be read in conjunction with:

a) *UC Student Guide to Policies*, which sets out University-wide policies and procedures, including information on matters such as plagiarism, grade descriptors, moderation, feedback and deferred exams, and is available at *(scroll to bottom of page)*

http://www.canberra.edu.au/student-services

b) *UC Guide to Student Services*, and is available at *(scroll to bottom of page)* http://

www.canberra.edu.au/student-services

c) Any additional information specified in section 6h.

### 1: General Information

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<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td><strong>1a</strong></td>
<td>Web Design &amp; Production</td>
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<td><strong>1b</strong></td>
<td>8178</td>
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<td><strong>1c</strong></td>
<td>S1 2012</td>
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<td><strong>1d</strong></td>
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<td><strong>1e</strong></td>
<td>Unit level 2</td>
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</tbody>
</table>
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Email: Nicole.Charnock@canberra.edu.au  
Phone: 6201 2178 |
2: Academic Content

2a Unit description and learning outcomes
The web is a rapidly evolving multi-faceted medium that is an integral component of contemporary communication. This unit focuses on the fundamental concepts and practices of web design and production. It examines the practical, cultural and technical distinctions of various web technologies and services. Students gain understanding of network concepts, web planning processes, design fundamentals, core technologies and tools through the production of their own working web site and related research activities.

Learning Outcomes
Upon successful completion of this unit students will be able to:
1. conceptualise, realise and implement a functioning web site;
2. identify, critique and utilise appropriate web conventions;
3. understand and work with a variety of web services;
4. demonstrate effective skills in web design and production using industry-standard software.

2b Generic skills
1. Communication
The ability to present knowledge, ideas and opinions effectively and communicate within and across professional and cultural boundaries

2. Analysis and inquiry
The ability to gather information, and to analyse and evaluate information and situations in a systematic, creative and insightful way

3. Problem solving
The ability to apply problem-solving processes in novel situations; to identify and analyse problems then formulate and implement solutions

4. Working independently and with others
The ability to plan their own work, be self-directed, and use interpersonal skills and attitudes to work collaboratively

5. Professionalism and social responsibility
The capacity and intention to use professional knowledge and skills ethically and responsibly, for the benefit of others and the environment

2c Prerequisites and/or co-requisites
A sound working knowledge of Photoshop is required, as is familiarity with fundamental web and computer principles.
### 3: Delivery of Unit and Timetable

#### 3a Delivery mode
Traditional mode: on-campus in weekly lectures and practical tutorials, and online.

#### 3b Timetable of activities
All students are to attend the week 1 lecture. All other lectures are delivered as online video demos. Depending on what tutorial you enrolled in, you will attend tutorials in either weeks 2-7 (Group A) OR weeks 9-14 (Group B).

<table>
<thead>
<tr>
<th>Week</th>
<th>Activity</th>
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<tbody>
<tr>
<td>A</td>
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<td>1</td>
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<td>13</td>
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<tr>
<td>7</td>
<td>14</td>
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<tr>
<td>8</td>
<td>15</td>
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</tbody>
</table>
4: Unit Resources

4a Lists of required texts/readings

A Beginner's Guide to (X)HTML, StyleSheets, and Web Graphics”
Niederst Robbins, Jennifer
O'Reilly Media, Inc.


Select readings will be available via e-Reserve:

4b Materials and equipment

Students are required to organise public web hosting. A thumb-drive or other removable media will be useful for storing demo videos and your own design media.

4c Unit website

Access to the unit website is a requirement for students enrolled in this unit:
http://learnonline.canberra.edu.au/
### 5: Assessment

#### 5a Assessment overview

<table>
<thead>
<tr>
<th>Assessment Item</th>
<th>Due Date</th>
<th>Weight</th>
<th>Learning Outcomes</th>
<th>Generic Skills</th>
</tr>
</thead>
</table>
| Set-Up          | GROUP A: 10am 22 Feb - week 3  
GROUP B: 10am 11 April - week 10 | 10% | 1, 3, 4 | 1, 2, 3, 4, 5 |
| Research & Design | GROUP A: 10am 5 March - week 5  
GROUP B: 10am 23 April - week 12 | 40% | 1, 2, 3, 4 | 1, 2, 3, 4, 5 |
| Build           | GROUP A: 10am 26 March - week 8  
GROUP B: 10am 14 May - week 15 | 50% | 1, 2, 3, 4 | 1, 2, 3, 4, 5 |

#### 5b Details of each assessment item

This project focuses on the practical process of designing and implementing an original website. To complete the project you will need to research, conceptualise, design and build your site. The process is technical and creative, and you will be assessed for both.

The following list of assessment items might seem overwhelming on first glance but when you get to each stage you will realise that it is far less complex in practice. That said, **this is not a project that you will be able to cram into the week/night before it is due.** Students from all areas of the university have successfully completed this unit. Work consistently and you will achieve great results comfortably. If in doubt, please ask for help.

Weekly tutorials and online demos will provide detailed instruction on the production of all assessment items.

**NOTE:** To pass the unit you must achieve at least a Pass result for all of the assessment items.

(Continued over page)
The Set-Up phase is about creating the foundation for your web design work. This component is essential to the successful completion of the unit. It is a Pass/Fail project. You must pass to proceed.

GROUP A Submit 10am Wednesday Week 3 (22 Feb)
GROUP B Submit 10am Wednesday Week 10 (11 April)

Blog
The blog is your opportunity to show the evolution of your work and the evidence of your learning. Your mistakes can be as valuable as your successes so record both. In addition to learning techniques for web production, the projects require you to research current web design practices and consider them critically. “Thinking critically” about web design simply means that you can firstly identify them and secondly consider things such as: their purpose; their origins; and their relevance to your own work. Attempt to back up your ideas with references to relevant texts, practitioners and examples. Be sure to acknowledge your sources, linking and cross-referencing is vital to the integrity of your research.

A Note About Blogging: Knowledge of and experience with blogs and other publishing services is increasingly valued by employers. Blogs and websites are fast becoming the main vehicles for graduates to shop their wares when applying for work locally or internationally. As well as being a great promotional tool they can be a negative force if used irresponsibly. For example, there have been cases of employers finding embarrassing or derogatory web content published by prospective employees. It is important to remember that your blog is public so be responsible about what you say and the image that you present to the world.

Submit: Provide a link to your blog on the unit’s Moodle site.

Web Hosting
Establish a web hosting account where you can publish your site.
NOTE #1: There is often a delay of at least 48 hours when setting up hosting - do not wait until the due date.
NOTE #2: Beware of free hosting - experience has shown that free hosting is most often very unreliable and a huge headache - the cost is a lot of wasted time and energy.
NOTE #3: Make sure your hosting will last until well after the due date - no hosting, no grading.

Submit: Provide a link to your website on the unit’s Moodle site.

Content
Choose the site that you will redesign. There are three options to choose from:
- Faculty of Arts & Design (http://www.canberra.edu.au/faculties/arts-design/)
- The Corner Hotel (http://cornerhotel.com)
- The Northcote Social Club (http://northcotesocialclub.com)

Content Review
Review your site content and consider what content you will include in your redesign and how you might organise it.

Assessment
Completion of all required elements
RESEARCH & DESIGN

The research phase of the project will ask you to examine the fundamental design “conventions” that shape the organisation and aesthetics of contemporary websites. This project requires you to think critically about web design and demonstrate your understanding in design and written forms.

<table>
<thead>
<tr>
<th>GROUP A</th>
<th>Submit 10am Monday Week 5 (5 March)</th>
</tr>
</thead>
<tbody>
<tr>
<td>GROUP B</td>
<td>Submit 10am Monday Week 12 (23 April)</td>
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</tbody>
</table>

### Site Structure
Consider the content to be featured in your website and how you will organise it in your site. Prepare an illustration detailing the content structure of your site. Example site structure illustration: [http://dev.opera.com/articles/view/intelligent-site-structure-for-better-se/](http://dev.opera.com/articles/view/intelligent-site-structure-for-better-se/)

Ensure that your site includes:
- At least 7 pages
- At least 1 section with sub-pages

Submit: Upload a jpg or PDF of your site structure illustration to your blog.

### Design
Download the 960 grid template from [http://960.gs/](http://960.gs/) Using Photoshop or Illustrator, create an aesthetically engaging and practical webpage design suitable for your content and audience. The graphic elements you create here will be used in your final working site so your composition should represent your design precisely - it is not a rough.

Your design should include a good variety of content (text, headings, links, images, navigation) and must incorporate all of the items in the following list. You may also include other patterns and aesthetic options based on your research.

- Site width in pixels and position
- Header style and size
- Number of columns and widths
- Background style, position
- Main navigation style, size, position
- Sub navigation style, size, position
- Search field style, size, position
- Body text size, style, colour
- Body headings size, style, colour
- Body links size, style, colour
- Body image/s size, style, position

Export your design as a jpg and preview it in a browser before you submit.

Submit: Upload to your blog a full size jpg image of your webpage design (ie. 960 pixels wide x 1600 pixels high).

### Research
On your blog, discuss how you have addressed each item in the list above including reference websites and the design conventions/patterns you have adopted.

Submit: Post your rationale on your blog. You can use images in your rationale.  

!!!! You must cite all references !!!!(including websites)

### Assessment
Inclusion of all requirements
Effective design for intended purpose and audience
Thorough research and clear rationale
In the build phase of the project you will learn about HTML and CSS, and construct a functioning standards-compliant website. You are required to apply your findings from the Research & Design phases and create a website that is functional and aesthetically aligned to its audience.

<table>
<thead>
<tr>
<th>HTML site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create HTML pages of all of your content. Link your pages using the structure you proposed in your Site Structure Document. Check your HTML site using the W3C Validation Service (<a href="http://validator.w3.org/">http://validator.w3.org/</a>). Ensure that your HTML site addresses all of the following:</td>
</tr>
<tr>
<td>• Semantic HTML.</td>
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<tr>
<td>• Effective HTML structure.</td>
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<tr>
<td>• W3C compliant.</td>
</tr>
<tr>
<td>• At least 7 pages.</td>
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<tr>
<td>• Home page</td>
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<tr>
<td>• At least one section with sub-pages/sub-nav.</td>
</tr>
<tr>
<td>• At least one link to a page section or “fragment”.</td>
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<tr>
<td>• At least one link to an external web site.</td>
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<tr>
<td>• At least one email link.</td>
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<tr>
<td>• At least one link to a file (such as a pdf).</td>
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<tr>
<td>• At least one form input field (such as a search field).</td>
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<tr>
<td>• At least one image.</td>
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<tr>
<td>• At least one Google map.</td>
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<tr>
<td>• Adherence to copyright.</td>
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<tr>
<td>• A clear notice indicating that your site is a student exercise for educational purposes.</td>
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</table>

**WARNING:** You cannot use tables for layout. You cannot use machine generated HTML or CSS. Either will result in a fail for this project and the unit. Your site MUST be W3C compliant and include semantic HTML.

**Submit:** Upload your HTML pages (including images & media) to your web host.

<table>
<thead>
<tr>
<th>CSS styled site</th>
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<tbody>
<tr>
<td>Use CSS and web-optimised images to style your website as proposed in your Photoshop/Illustrator design. Adapt your design where necessary to achieve a suitable outcome. Check your site using the W3C Validation Service (<a href="http://validator.w3.org/">http://validator.w3.org/</a>). On your blog post a brief rationale explaining your final outcome and its relationship to your design flat.</td>
</tr>
</tbody>
</table>

Use Chrome, FireFox, or Safari for testing your site. **DON’T USE INTERNET EXPLORER.**

**Submit:** Upload your CSS styled site to your web host (including all associated files, images & media).

<table>
<thead>
<tr>
<th>A note about javascript</th>
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<tbody>
<tr>
<td>Use CSS for all styling, rollover effects and positioning. If you are using javascript for effects that could be completed with CSS you will lose marks. You may choose to include javascript for special effects (such as image viewers) but javascript is not a requirement of this project.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Assessment</th>
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<tbody>
<tr>
<td>Inclusion of all requirements</td>
</tr>
<tr>
<td>Semantic, W3C valid code (no tables for layout! no templates! just your own work)</td>
</tr>
<tr>
<td>Effective website for intended purpose and audience</td>
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</table>
5c **Special assessment requirements**
To pass the unit, a minimum of a Pass grade is required for all assessment items.

Late submissions will attract a penalty of 10% per day. If you missed the deadline due to illness or extenuating circumstance, please submit with a doctor’s or counsellor’s note valid for the period of time specified. All extensions need to be discussed with your tutor or Unit Convener.

5d **Supplementary assessment**

5e **Academic Integrity**
Students have a responsibility to uphold University standards on ethical scholarship. Good scholarship involves building on the work of others and use of others’ work must be acknowledged with proper attribution made. Cheating, plagiarism, and falsification of data are dishonest practices which contravene academic values.

5f **Text-matching software**

**6: Student Responsibility**

6a **Workload**
The amount of time you will need to spend on study in this unit will depend on a number of factors including your prior knowledge, learning skill level and learning style. Nevertheless, in planning your time commitments you should note that for a 3cp unit the total notional workload over the semester or term is assumed to be 150 hours. These hours include time spent in classes. The total workload for units of different credit point value should vary proportionally. For example, for a 6cp unit the total notional workload over a semester or term is assumed to be 300 hours.

6b **Special needs**
Students who need assistance in undertaking the unit because of disability or other circumstances should inform their Unit Convener or UC AccessAbility (formerly the Disabilities Office) as soon as possible so the necessary arrangements can be made.

6c **Participation requirements**

6d **Withdrawal**
If you are planning to withdraw please discuss with your unit convener. Please see [this link](#) for further information on deadlines.

6e **Required IT skills**
A sound working knowledge of Photoshop is required. Familiarity with fundamental web and computer principles. Access to UC student email and unit moodle site are essential.

6f **Costs**
Costs associated with web hosting and purchase of unit textbook.

6g **Work placements, internships or practicums**

6h **Additional information**
7: Student Feedback

All students enrolled in this unit will have an opportunity to provide anonymous feedback on the unit at the end of the Semester via the Unit Satisfaction Survey (USS) which you can access by logging into MyUC via the UC homepage: http://www.canberra.edu.au/home/. Your lecturer or tutor may also invite you to provide more detailed feedback on their teaching through an anonymous questionnaire.

8: Authority of this Unit Outline

Any change to the information contained in Section 2 (Academic content), and Section 5 (Assessment) of this document, will only be made by the Unit Convener if the written agreement of Head of Discipline and a majority of students has been obtained; and if written advice of the change is then provided on the unit site in the learning management system. If this is not possible, written advice of the change must be then forwarded to each student enrolled in the unit at their registered term address. Any individual student who believes him/herself to be disadvantaged by a change is encouraged to discuss the matter with the Unit Convener.