



Queensland, Australia

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| Course Code: | 1621ICT |
| Course Name: | Web Design & Development |
| Semester: | Semester 1, 2016 |
| Program: | Diploma of Information Technology |
| Credit Points: | 10 |
| Course Coordinator: | Dr Rob Baltrusch |
| Document modified: | 11 Dec 2015 13:09:44 |

Teaching Team

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| Your lecturer/tutor can be contacted via the email system on the portal. | |
| Name | Email |
| Dr Rob Baltrusch | rob.baltrusch@staff.griffithcollege.edu.au |

Staff Consultation

Your lecturer/tutor is available each week for consultation outside of normal class times. Times that your lecturer/tutor will be available for consultation will be given in the first week of lectures. A list of times and rooms will be published on the Griffith College Portal under the "myTimetable" link.

Prerequisites

Please note: 1621ICT is a prerequisite for a course (3623ICT Information & Content Management) within the Griffith University Bachelor of Information Technology. This means that you need to achieve a Pass or above to progress to 3623ICT when you articulate to the degree.

Brief Course Description

This course builds an understanding of interactive technology applications, and production considerations. The course adopts a particular emphasis on the World Wide Web (including HTML, CSS, JavaScript) and provides the tools, both practical and conceptual, with which to produce and evaluate Web-based multimedia works.

Rationale

With the advent of affordable and common access to online technologies, the World Wide Web has become a major platform for the delivery of interactive multimedia products. For successful participation of graduates in the multimedia industry the development of practical and conceptual knowledge related to interactive multimedia on the World Wide Web is essential.

Aims

This course aims to equip students with both practical knowledge of tools (HTML, DHTML, CSS, JavaScript, XHTML) and conceptual knowledge required to design, produce and evaluate Web-based multimedia works.

After successfully completing this course, the students are able to demonstrate an understanding of the fundamental design principles and application of web technologies like Hypertext Markup Language (HTML), JavaScript and Cascading Stylesheets (CSS). They are also able to build web sites optimised for search engines and accessible on multiple platforms like mobile devices, tablets and personal computers.

Learning Outcomes

Upon successful completion of this course you will be able to:

1. Critically review and evaluate websites in order to explore general site and page design, usability and accessibility issues and considerations
2. Apply knowledge and understanding of site and page design, usability and accessibility to guide their own product design
3. Develop knowledge of HTML5 syntax and tags and be able to interpret, modify and write original scripts in order to achieve desired content, functionality and layout.
4. Apply and integrate knowledge of technical aspects (CSS3, HTML5, search engine visibility) and of design concepts (general and specific site and page design elements, accessibility and usability) in order to produce a website with a specific purpose aimed at a specific target audience.

Texts and Supporting Materials

Required Resources:

Vodnik, Sasha (2011) HTML 5 and CSS3 - Illustrated Complete, First Edition. Course Technology.

Organisation and Teaching Strategies

This course is composed of lectures, tutorials and workshops. Lectures will provide you with theoretical concepts that are implemented and explored and extended in tutorials and workshops. The course is supplemented by web materials available from the Griffith College portal.

Class Contact Summary

Attendance

Your attendance in class will be marked twice during a four hour class. To receive full attendance, you must be present in the classroom on both occasions. Therefore, you are encouraged to attend and participate in all classes throughout the semester.

Participation in Class

You are expected to actively participate in classes each week.

Consultant Times

Attendance during consultation times is optional but you are encouraged to use this extra help to improve your learning outcomes.

Course Materials

Lecture notes will be made available to you on the Learning@Griffith College site on the student portal and you are advised to print these out and bring them to each class so that extra notes can be added.

Independent Learning

You are expected to reinforce your learning from class time by undertaking sufficient independent study (approximately 6 hours per week outside of class time) so that you can achieve the learning outcomes of the course.

Program Progression

You are reminded that satisfactory Program Progression requires that attendance in classes is maintained at equal to or greater than 80% and that GPA is maintained at equal to or greater than 3.5 [please see Griffith College Policy Library - Program progression Policy - for more information].

Content Schedule

Weekly Teaching Schedule

| Week | Topic | Activity | Readings |
|------|---|----------|-------------------------|
| 1 | Introduction to the course. Getting started with HTML Preparation for Website development | Lecture | Vodnik, S. (Unit A, B); |
| | HTML basics | Workshop | |
| 2 | Getting Started with CSS | Lecture | Vodnik, S. (Unit C); |
| | CSS basics | Tutorial | |
| | CSS basics | Workshop | |
| 3 | Formatting Text with CSS | Lecture | Vodnik, S. (Unit D); |
| | CSS formatting | Tutorial | |
| | CSS formatting | Workshop | |
| 4 | Inserting and Working with Links | Lecture | Vodnik, S. (Unit E); |
| | Linking content | Tutorial | |
| | Linking content | Workshop | |
| 5 | Inserting and Working with Images | Lecture | Vodnik, S. (Unit F); |
| | Including multimedia | Tutorial | |
| | Including multimedia | Workshop | |
| 6 | Organizing Content with Lists and Tables | Lecture | Vodnik, S. (Unit G); |
| | Lists & tables | Tutorial | |

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| | Lists & tables | Workshop | |
| 7 | Implementing page layout with HTML and CSS | Lecture | Vodnik, S. (Unit H); |
| | Page layouts | Tutorial | |
| | Page layouts | Workshop | |
| 8 | Applying Advanced CSS styling Creating and Processing Web Forms | Lecture | Vodnik, S. (Unit i, J); |
| | Advanced CSS and forms | Tutorial | |
| | Advanced CSS and forms | Workshop | |
| 9 | Incorporating Video and Audio | Lecture | Vodnik, S. (Unit K); |
| | Audio & video | Tutorial | |
| | Audio & video | Workshop | |
| 10 | Programming Web Pages with JavaScript | Lecture | Vodnik, S. (Unit L); |
| | Basic Javascript | Tutorial | |
| | Basic Javascript | Workshop | |
| 11 | Optimizing your Web Site for Search Engines | Lecture | Vodnik, S. (Unit N); |
| | Search engine optimisation | Tutorial | |
| | Search engine optimisation | Workshop | |
| 12 | Optimising for mobile platforms | Tutorial | Vodnik, S. (Unit O); |
| | Designing for mobile devices | Lecture | |
| | Optimising for mobile platforms | Workshop | |
| 13 | Course Review | Lecture | |
| | Exam preparation | Tutorial | |

Assessment

This section sets out the assessment requirements for this course.

Summary of Assessment

| Item | Assessment Task | Weighting | Relevant Learning Outcomes | Due Date |
|------|----------------------------------|-----------|----------------------------|----------|
| 1 | Workshop 1 | 4% | 1,2,3,4 | 3 |
| 2 | Workshop 2 | 4% | 1,2,3,4 | 4 |
| 3 | Workshop 3 | 4% | 1,2,3,4 | 5 |
| 4 | Workshop 4 | 4% | 1,2,3,4 | 6 |
| 5 | Workshop 5 | 4% | 1,2,3,4 | 7 |
| 6 | quiz 1 | 5% | 3,4 | 4 |
| 7 | quiz 2 | 5% | 3,4 | 6 |
| 8 | quiz 3 | 5% | 3,4 | 8 |
| 9 | Project: Website Plan | 10% | 1,2 | 6 |
| 10 | Project: Web site implementation | 15% | 1,2,3 | 11 |

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|----|-------------------|-----|-------|----|
| 11 | Final Examination | 40% | 2,3,4 | 14 |
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Assessment Details

Quizzes:

The quizzes will test your understanding of key topics delivered in the lectures. There are 3 (three) quizzes in total each worth 5%.

Workshops:

Workshop cases will provide students with small, staged submission of work to enable both students and instructors to track progress in the semester. The workshop cases will focus on the technical skills developed in workshop sessions and will address some of the design issues discussed in lectures. Workshop cases are individual assessment items due in weeks 3, 5, 7, 9, and 11, and are worth 4% each.

Website Design and Development Project:

The Website design and development project is an individual assessment item aimed at integrating the concepts related to design covered in lectures and the technical skills developed in tutorials.

Final Examination:

The examination is an individual, closed book exam and will focus on both conceptual knowledge of design and on knowledge of syntax of HTML5, CSS3, and JavaScript.

Specific assessment details (specifications in full and marking criteria) will be provided in class at the start of the semester.

Submission and Return of Assessment Items

Please note: You may be required to submit assignments electronically to a collusion detection tool to allow the detection of possible instances of collusion/plagiarism. This will also involve Griffith College or its nominee storing your work on a secure database for use in testing assessment submitted by others in the future. For further information on Griffith College's Academic Misconduct Policy refer to Griffith College's online Policy Library.

Normally you will be able to collect your assignments in class within fourteen [14] days of the due date for submission of the assignment.

Retention of Originals

You must be able to produce a copy of all work submitted if so requested. Copies should be retained until after the release of final results for the course.

Extensions

To apply for an extension of time for an assignment, you must submit an Application for Extension of Assignment form to your teacher at least 24 hours before the date the assignment is due. Grounds for extensions are usually: serious illness, accident, disability, bereavement or other compassionate circumstances and must be able to be substantiated with relevant documentation [e.g. Griffith College Medical Certificate]. Please refer to the Griffith College website - Policy Library - for guidelines regarding extensions and deferred assessment.

Assessment Feedback

Marks awarded for assessment items will also be available on the on-line grades system on the Student Website within fourteen [14] days of the due date. You may arrange an appointment during the designated consultation time to discuss assessment in more detail.

Generic Skills

Griffith College aims to develop graduates who have an open and critical approach to learning and a capacity for lifelong learning. Through engagement in their studies, students are provided with opportunities to begin the development of these and other generic skills.

Studies in this course will give you opportunities to begin to develop the following skills:

| Generic Skills | Taught | Practised | Assessed |
|----------------------------------|--------|-----------|----------|
| Written Communication | Yes | Yes | Yes |
| Oral Communication | | Yes | |
| Information Literacy | Yes | Yes | Yes |
| Secondary Research | | Yes | Yes |
| Critical and Innovative Thinking | Yes | Yes | Yes |
| Academic Integrity | | Yes | Yes |
| Self Directed Learning | | Yes | |
| Team Work | Yes | Yes | Yes |
| Cultural Intelligence | | Yes | |
| English Language Proficiency | | Yes | |

Additional Course Generic Skills

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|-----------------|--------|-----------|----------|
| Specific Skills | Taught | Practised | Assessed |
|-----------------|--------|-----------|----------|

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|-----------------------------------|--|-----|--|
| Responsible Effective Citizenship | | Yes | |
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Additional Course Information

All course material is available on the course website.

Teacher and Course Evaluations

Students enjoy gaining valuable skills and knowledge in designing and building dynamic, interactive and intuitive web interfaces on a weekly basis. In response to student suggestions to provide "internet [access] with high speed bandwidth" and better access to learning resources, Griffith College has upgraded its internet access and is now faster and available across the entire Griffith University campus. Regarding student suggestions that "this course could be improved if the workload was spread evenly across the semester", we have arranged the schedule so that the weekly workload is more consistent and that difficult topics are given adequate attention.

Your feedback is respected and valued by your lecturers and tutors. You are encouraged to provide your thoughts on the course and teaching, both positive and critical, directly to your lecturer and tutor or by completing course and lecturer evaluations via Griffith College's online evaluation tool whenever these are available.

Academic Integrity

Griffith College is committed to maintaining high academic standards to protect the value of its qualifications. Academic integrity means acting with the values of honesty, trust, fairness, respect and responsibility in learning, teaching and research. It is important for students, teachers, researchers and all staff to act in an honest way, be responsible for their actions, and show fairness in every part of their work. Academic integrity is important for an individual's and the College's reputation.

All staff and students of the College are responsible for academic integrity. As a student, you are expected to conduct your studies honestly, ethically and in accordance with accepted standards of academic conduct. Any form of academic conduct that is contrary to these standards is considered a breach of academic integrity and is unacceptable.

Some students deliberately breach academic integrity standards with intent to deceive. This conscious, pre-meditated form of cheating is considered to be one of the most serious forms of fraudulent academic behaviour, for which the College has zero tolerance and for which penalties, including exclusion from the College, will be applied.

However, Griffith College also recognises many students breach academic integrity standards without intent to deceive. In these cases, students may be required to undertake additional educational activities to remediate their behaviour and may also be provided appropriate advice by academic staff.

As you undertake your studies at Griffith College, your lecturers, tutors and academic advisors will provide you with guidance to understand and maintain academic integrity; however, it is also your responsibility to seek out guidance if and when you are unsure about appropriate academic conduct.

Please ensure that you are familiar with the [Griffith College Academic Integrity Policy](#); this policy provides an overview of some of the behaviours that are considered breaches of academic integrity, as well as the penalties and processes involved when a breach is identified.

For further information please refer to the Academic Integrity Policy on the Griffith College website – Policy Library.

Risk Assessment Statement

There are no out of the ordinary risks associated with this course.

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