



1. General Course Information

1.1 Course Details

Course Code:	1621ICT
Course Name:	Web Design and Development
Trimester:	Trimester 3, 2019
Program:	Diploma of Information Technology
Credit Points:	10
Course Coordinator:	Dr Rob Baltrusch
Document modified:	6 th September 2019

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 PHP) and provides the tools, both practical and conceptual, with which to produce and evaluate Web-based multimedia works.

IT applications are increasingly web-based. Web technology has grown to include a variety of business, academic, organisational and social applications. Diverse multi-cultural and multi-lingual user communities now depend on Web technology. This course covers the design, implementation, and testing of web-based applications including related client and server-side software, interfaces, and digital media.

Assumed Knowledge

This course is not a prerequisite for any other Diploma courses.

1.2 Teaching Team

Your lecturer/tutor can be contacted via the email system on the portal.

Name	Email
Dr Rob Baltrusch	rob.baltrusch@staff.griffithcollege.edu.au

1.3 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 "Support and Services/Teacher Consultation Times" link.

1.4 Timetable

Your timetable is available on the Griffith College Portal at Class Timetable in Student and Services.

1.5 Technical Specifications

All students must have access to a computer or suitable mobile device.

2. Aims, Outcomes & Generic Skills

2.1 Course Aims

The World Wide Web has become a major platform for the delivery of interactive multimedia products. For successful participation of graduates in the Information Technology and Multimedia industries, the development of practical and conceptual knowledge related to interactive multimedia on the World Wide Web is essential. The knowledge and skills developed in this course relate specifically to the World Wide Web and aims to equip students with both practical knowledge of tools (HTML 5, CSS 3) and conceptual knowledge required to design, produce and evaluate Web-based works.

2.2 Learning Outcomes

After successfully completing this course you should be able to:

1. WEB TECHNOLOGIES

- 1.1 Understand the structure of the World Wide Web as interconnected hypertext documents and the importance of the HTTP protocol in Web applications and understand Web standards and standards bodies including the World Wide Web Consortium (W3C)
- 1.2 Create and validate HTML documents and use presentation technologies, such as Cascading Style Sheets
- 1.3 Understand the characteristics that enhance usability of a web site and explain why accessibility issues are an important consideration in web page development
- 1.4 Understand issues relating to client-side and server-side security

2. INFORMATION DESIGN AND IMPLEMENTATION

- 2.1 Build a simple web site that organizes information effectively
- 2.2 Understand the importance of interfacing web sites to underlying databases
- 2.3 Compare/contrast graphic media file format characteristics such as color depth, compression, and codec.
- 2.4 Generate dynamic server-side content using a templating language such as PHP.

3. SEARCH ENGINE OPTIMISATION

- 3.1 Understand ways to increase search engine visibility of a website
- 3.2 Implement SEO techniques such as microdata

2.3 Generic skills

For further details on the Generic Skills please refer to the Graduate Generic Skills and Capabilities policy. 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

Specific Skills	Taught	Practised	Assessed
Responsible Effective Citizenship		Yes	

3. Learning Resources

3.1 Required Resources

Vodnik, Sasha (2016) HTML 5 and CSS3 - Illustrated Complete, Second Edition. Course Technology.

3.2 Recommended Resources

- w3schools.com
- codecademy.com

3.3 College Support Services and Learning Resources

The College provides many facilities and support services to assist students in their studies. Links to information about College support resources that are available to students are included below for easy reference.

[Digital Library](#) – Databases to which Griffith College students have access to through the Griffith Library Databases.

[MyStudy](#) – there is a dedicated website for this course via MyStudy on the Griffith College Portal.

[Academic Integrity Tutorial](#) - this tutorial helps students to understand what academic integrity is and why it matters. You will be able to identify types of breaches of academic integrity, understand what skills you will need in order to maintain academic integrity, and learn about the processes of referencing styles.

Services and Support provides a range of services to support students throughout their studies including personal support such as Counselling; Academic support; and Welfare support.

Jobs and Employment in the [Student Hub](#) can assist students with career direction, resume and interview preparation, job search tips, and more.

[IT Support](#) provides details of accessing support, information on s numbers and internet access and computer lab rules.

3.4 Other Learning Information

Attendance

You are expected to attend all lectures and tutorials and to actively engage in learning during these sessions.

You are expected to bring all necessary learning resources to class such as the required textbook and /or Workbook. In addition, you may BYOD (bring your own device) to class such as a laptop or tablet. This is not a

requirement as computer lab facilities are available on campus, however, the use of such devices in the classroom is encouraged with appropriate and considerate use principles being a priority.

Preparation and Participation in Class

In order to enhance learning, prepare before lectures and tutorials. Read the relevant section of your text book before a lecture, and for a tutorial read both the textbook and the relevant lecture notes. If you have been given tutorial exercises, make sure you complete them. Active participation in lectures and tutorials will improve your learning. Ask questions when something is unclear or when you want to bring some issue to your lecturer or tutor's attention; respond to questions to test your knowledge and engage in discussion to help yourself and others learn.

Consultation Sessions

Teachers offer extra time each week to assist students outside the classroom. This is known as 'consultation time.' You may seek assistance from your teacher on email or in person according to how the teacher has explained this to the class. Attendance during consultation time 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 in MyStudy on the Griffith College Portal and you are advised to either print these out and bring them to each class so that extra notes can be added or BYOD (bring your own device) and add extra notes digitally.

Self-Directed Learning

You will be expected to learn independently. This means you must organise and learn the course content even when you are not specifically asked to do so by your lecturer or tutor. This involves revising the weekly course material. It also means you will need to find additional information for some assessment items beyond that given to you in textbooks and lecture notes, and to construct your own response to a question or topic. All of this requires careful planning of your time. Expect to spend, on average, at least 10 hours per week including class time for each of your courses.

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].

Teacher and course Evaluation

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 evaluation tool whenever these are available.

4. Learning and Teaching Activities

4.1 Weekly Learning Activities

Week	Topic	Activity	Readings	Learning Outcomes
1	Introduction	Refer to lesson plan 1 on portal	Vodnik, S. (Unit A, B)	1.1, 1.2
2	Links and images	Refer to lesson plan 2 on portal	Vodnik, S. (Unit C)	1.2, 1.3, 2.1, 2.3
3	CSS	Refer to lesson plan 3 on portal	Vodnik, S. (Unit D)	1.2, 1.3
4	Lists and tables	Refer to lesson plan 4 on portal	Vodnik, S. (Unit E)	1.3, 2.1

5	Page layout with CSS	Refer to lesson plan 5 on portal	Vodnik, S. (Unit G)	1.2, 1.3, 1.4
6	Advanced CSS	Refer to lesson plan 6 on portal	Vodnik, S. (Unit F)	1.3, 2.1
7	Introduction to PHP	Refer to lesson plan 7 on portal	Vodnik, S. (Unit H)	1.3, 2.1, 2.4
8	Arrays and loops	Refer to lesson plan 8 on portal	Vodnik, S. (Unit K)	1.3, 2.1, 2.4
9	Databases and forms	Refer to lesson plan 9 on portal	Vodnik, S. (Unit L)	1.4, 2.2
10	Search engine optimisation	Refer to lesson plan 10 on portal	Vodnik, S. (Unit N)	2.3, 3.1, 3.2
11	Client side scripting	Refer to lesson plan 11 on portal		1.2, 1.3, 1.4, 2.1
12	Revision	Refer to lesson plan 12 on portal		

5. Assessment Plan

5.1 Assessment Summary

Item	Assessment Task	Weighting	Learning Outcomes	Due Date
1	Workshop 1	5%	1.2, 1.3, 1.4, 2.1, 2.2, 2.3, 2.4, 3.1, 3.2	3
2	Workshop 2	5%	1.2, 1.3, 1.4, 2.1, 2.2, 2.3, 2.4, 3.1, 3.2	5
3	Workshop 3	5%	1.2, 1.3, 1.4, 2.1, 2.2, 2.3, 2.4, 3.1, 3.2	7
4	Workshop 4	5%	1.2, 1.3, 1.4, 2.1, 2.2, 2.3, 2.4, 3.1, 3.2	10
5	Quiz 1	5%	1.1, 1.2, 1.3	6
6	Quiz 2	5%	1.1, 1.2, 1.4, 2.2, 2.4	9
7	Project: website planning document	10%	1.3, 2.2, 3.1	6
8	Project: web site implementation	20%	1.2, 2.1, 2.4	11
9	Final exam	40%	1.1, 1.2, 1.3, 1.4, 2.2, 2.3, 3.1	Exam week

5.2 Assessment Detail

Quizzes:

Title: Quizzes

Type: Test or quiz

Learning Outcomes Assessed: 1.1, 1.2, 1.3, 1.4, 2.2, 2.4

Due Date:

Held in weeks 6 and 9

Weight: 5%

Marked out of: 5

Task Description:

This will be run in the lecture. The quizzes will test your understanding of key topics delivered in the lectures. There are 2 (two) quizzes in total each worth 5%.

Criteria & Marking:

This exam will test your knowledge and skill level in HTML, CSS, Javascript, and PHP.

Submission: On Paper

This assessment item:

- is a school based activity
- is an individual activity
- does not include a self assessment activity
- does not have a re-attempt provision

Workshops:

Title: Weekly workshops

Type: Assignment - Laboratory/Laboratory Report

Learning Outcomes Assessed: 1.2, 1.3, 1.4, 2.1, 2.2, 2.3, 2.4, 3.1, 3.2

Due Date:

Due in workshops in weeks 3, 5, 7 and 10. Each worth 5%.

Weight: 20%

Marked out of: 20

Task Description:

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, and 10 and are worth 5% each.

Criteria & Marking:

The workshop demonstrator will mark the workshop exercise during the relevant workshop.

This assessment item:

- is a school based activity
- is an individual activity
- does not include a self assessment activity
- does not have a re-attempt provision

Website Design and Development Document:

Title: Website design and development document

Type: Assignment - Planning Document

Learning Outcomes Assessed: 1.3, 2.2, 3.1

Due Date:

End of Week 6

Weight: 10%

Marked out of: 10

Task Description:

In this assignment, you will need to produce the design for a website for a fictitious client. Your client could be a small local business, a government agency, a volunteer organisation or any other entity that needs an online presence. Use of an existing real business or organisation is not appropriate for this assignment. The aim of the website is to facilitate your client's online needs which you should describe in your design document.

Criteria & Marking:

Specific assessment details (specifications in full and marking criteria) will be available on the portal.

Submission: Online electronic submission using the portal.

This assessment item:

- is a school based activity
- is an individual activity
- does not include a self assessment activity
- does not have a resubmission provision

Website Design and Development Implementation (Site):

Title: Web site project implementation

Type: Assignment - Problem Solving Assignment

Learning Outcomes Assessed: 1.2, 2.1, 2.4

Due Date:

End of week 11

Weight: 20%

Marked out of: 20

Task Description:

The Website project implementation is aimed at integrating the concepts related to design covered in lectures and the technical skills developed in workshops. The project implementation provides an opportunity for students to engage in development of a web-based project.

Criteria & Marking:

Specific assessment details (specifications in full and marking criteria) will be available on [portal](#).

Submission: Electronic submission required, details provided via course website.

This assessment item:

- is a school based activity
- is an individual activity
- does not include a self assessment activity
- does not have a resubmission provision

Final Examination:

Title: Exam

Type: Exam - constructed response

Learning Outcomes Assessed: 1.1, 1.2, 1.3, 1.4, 2.2, 2.3, 3.1

Due Date:

Examination Period

Weight: 40%

Marked out of: 40

Perusal: 10 minutes

Duration: 180 minutes

Format: Closed Book

Task Description:

The examination is an individual, closed book exam. It will focus on both conceptual knowledge of design and on knowledge of syntax of HTML and CSS.

Specific assessment details (specifications in full and marking criteria) will be discussed during the last few lectures.

Criteria & Marking:

Exam hints will be given during lectures.

This assessment item:

- is a centrally organised activity
- is an individual activity
- does not include a self assessment activity

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

5.3 Late Submission

An assessment item submitted after the due date, without an approved extension from the Course Coordinator, will be penalised. The standard penalty is the reduction of the mark allocated to the assessment item by 5% of the maximum mark applicable for the assessment item, for each working day or part working day that the item is late. Assessment items submitted more than five working days after the due date are awarded zero marks.

Please refer to the Griffith College website - Policy Library > Assessment Policy for guidelines and penalties for late submission.

5.4 Other Assessment Information

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.

Requests for extension

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 Student Medical Certificate](#)]. Please refer to the Griffith College website - Policy Library - for guidelines regarding extensions and deferred assessment.

Return of Assessment Items

1. Marks awarded for in-trimester assessment items, except those being moderated externally with Griffith University, will be available on the Student Portal within fourteen [14] days of the due date. This does not apply to the final assessment item in this course (marks for this item will be provided with the final course result).
2. Students will be advised of their final grade through the Student Portal. Students can review their exam papers after student grades have been published (see relevant Griffith College Fact Sheet for allocated times at Support> Factsheets). Review of exam papers will not be permitted after the final date to enrol.
3. Marks for **all** assessment items including the final exam (if applicable) will be recorded in the Moodle Course Site and made available to students through the Moodle Course Site.

The sum of your marks overall assessment items in this course does not necessarily imply your final grade for the course. Standard grade cut off scores can be varied for particular courses, so you need to wait for the official release of grades to be sure of your grade for this course.

6. Policies & Guidelines

Griffith College assessment-related policies can be found in the [Griffith College Policy Library](#) which include the following policies:

Assessment Policy, Special Consideration, Deferred Assessment, Alternate Exam Sitting, Medical Certificates, Academic Integrity, Finalisation of Results, Review of Marks, Moderation of Assessment, Turn-it-in Software Use. These policies can be accessed using the 'Document Search' feature within the [Policy Library](#)

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.

In the case of an allegation of a breach of academic integrity being made against a student he or she may request the guidance and support of a Griffith College Student Learning Advisor or Student Counsellor.

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 Griffith College website - Policy Library > Academic Integrity Policy

Reasonable Adjustments for Assessment – The Disability Services policy

The Disability Services policy (accessed using the Document Search' feature with the [Policy Library](#)) outlines the principles and processes that guide the College in making reasonable adjustments to assessment for students with disabilities while maintaining academic robustness of its programs.

Risk Assessment Statement

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

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