



The University of Southern Queensland

## Course specification

### Description: Introduction to Web Publishing

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
FET	5621	58113	3, 2006	WEB	1.00	Toowoomba

<b>Academic group:</b>	FOEDU
<b>Academic org:</b>	FOE003
<b>Student contribution band:</b>	National Priority Teaching
<b>ASCED code:</b>	070303

### STAFFING

Examiner: Kaye Cleary  
Moderator: Peter Albion

### RATIONALE

With the pervasiveness of the Web and increasing access to affordable and powerful HTML editors, web-based publishing is rapidly moving from the domain of specialists to a 'do-it-yourself' approach. Paradoxically, this move accompanies increased expectation of high quality, professionally designed, web sites that meet not only cost-effective content development and management, but also usability and accessibility standards. While the mechanics of web publishing are becoming simpler, there is an ongoing need to carefully design a website to reach the target audience and achieve intended goals.

### SYNOPSIS

This introductory course examines research-based web design concepts of usability, accessibility and site architecture. Through critiquing established sites and publishing their own content on the web, students apply basic web design principles and development strategies, to the development of an integrated site designed to reach a target audience and achieve intended goals. Current challenges of publishing on the web will be addressed. NOTES: 1. This course (FET5621) is available through INTERNET DELIVERY ONLY. Although there are NO print materials for this course, students are encouraged to procure relevant support texts for their HTML Editor. 2. For details of the technical requirements and accessing Internet study materials, please consult the following URL: <http://usqconnect.usq.edu.au>. IMPORTANT NOTE: Working with Children: State law in Queensland requires that all adults (including university students, pre-service educators, trainers, vocational teachers, industry educators) working with children under the age of 18, in the state of Queensland\*, obtain approval before commencing such work. Many education courses include a practical component (professional experience, project work, research, assessment etc..) that may require engagement with children under the age of 18. It is your responsibility to ensure that you possess a current suitability card (Blue Card) before commencing any practical components of this course. DO NOT PARTICIPATE IN ANY PRACTICAL EXPERIENCE WITH CHILDREN UNDER 18 UNLESS YOU POSSESS A CURRENT 'BLUE CARD'. For further information: <http://www.childcomm.qld.gov.au/employment/bluecard/informationSheets.html>. \*If you are

undertaking practical experience outside the state of Queensland, Australia you should check local requirements.

## **OBJECTIVES**

The course objectives define the student learning outcomes for a course. The assessment item(s) that may be used to assess student achievement of an objective are shown in parenthesis. On successful completion of this course students will be able to:

1. use HTML coding to author and publish a website (Assessment 1)
2. relate current practice and research to Web design theory and accessibility considerations (Assessment 2)
3. demonstrate an understanding of web design principles (Assessment 3)
4. use software tools such as HTML and image editors to optimise the functionality of a website and develop valid code to internationally recognised standards. (Assessment 4)

## **TOPICS**

	Description	Weighting (%)
1.	Basic authoring - HTML tags; formatting; publishing	20.00
2.	Web design - information design; site architecture; accessibility standards	20.00
3.	Web design - site structure	20.00
4.	Advanced authoring - editors, frames, CSS	40.00

## **TEXT and MATERIALS required to be PURCHASED or ACCESSED**

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

## **REFERENCE MATERIALS**

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

## **STUDENT WORKLOAD REQUIREMENTS**

ACTIVITY	HOURS
Directed Study	65.00
Project Work	100.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg(%)	Due date
ORIENTATION	2.00	2.00	17 Nov 2006 (see note 1)
ASSESSMENT 1	18.00	18.00	01 Dec 2006 (see note 2)
ASSESSMENT 2	25.00	25.00	22 Dec 2006 (see note 3)
ASSESSMENT 3	15.00	15.00	12 Jan 2007 (see note 4)
ASSESSMENT 4	40.00	40.00	09 Feb 2007 (see note 5)

### NOTES

1. Orientation assignment due in week 1
2. Assessment 1 due in week 3
3. Assessment 2 due in week 6
4. Assessment 3 due in week 9
5. Assessment 4 due in week 13

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:  
There are no attendance requirements for this course. However, it is the students' responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:  
To satisfactorily complete an individual assessment item a student must achieve at least 50% of the marks. (Depending upon the requirements in Statement 4 below, students may not have to satisfactorily complete each assessment item to receive a passing grade in this course.)
- 3 Penalties for late submission of required work:  
In this course, if students are more than two weeks late with the submission of any assessment task, they are required to contact the course examiner prior to the due date, who may, at his/her discretion, grant a further extension. A penalty of 20% of the total marks available for the assignment will apply for each working day late.
- 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of receiving a passing grade a student must submit a minimum of Assessment 1, Assessment 2 and Assessment 4 and achieve an aggregate of at least 50% of the weighted marks available for those items.
- 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the weighted aggregate of the marks or grades obtained for each of the summative assessment items in the course.
- 6 Examination information:  
There is no examination in this course.
- 7 Examination period when Deferred/Supplementary examinations will be held:

There will be no Deferred or Supplementary examinations in this course.

8 University Regulations:

Students should read USQ Regulations 5.1 Definitions, 5.6. Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL <http://www.usq.edu.au/corporateservices/calendar/part5.htm> or in the current USQ Handbook.

## **ASSESSMENT NOTES**

- 1 All pieces of graded summative assessment in this course will be graded using numeric marks. Final assessment will use one of the following letter grades: HD, A, B, C, F or Incomplete.

## **OTHER REQUIREMENTS**

- 1 Students enrolling in WEB courses **MUST** have ongoing convenient and reliable access to the Internet in order to access course materials and participate in activities that will affect assessment. The levels of equipment required may change from time to time, with the most recent specification listed at <http://www.usq.edu.au/currentstudents/computingstandards/default.htm>. You can check whether your computer system meets these requirements from USQAssist (<http://usqassist.usq.edu.au/>).
  - 2 **IMPORTANT NOTE: Working with Children:** State law in Queensland requires that all adults (including university students, pre-service educators, trainers, vocational teachers, industry educators) working with children under the age of 18, in the state of Queensland\*, obtain approval before commencing such work. Many education courses include a practical component (professional experience, project work, research, assessment etc..) that may require engagement with children under the age of 18. It is your responsibility to ensure that you possess a current suitability card (Blue Card) before commencing any practical components of this course. **DO NOT PARTICIPATE IN ANY PRACTICAL EXPERIENCE WITH CHILDREN UNDER 18 UNLESS YOU POSSESS A CURRENT 'BLUE CARD'**. For further information: <http://www.childcomm.qld.gov.au/employment/bluecard/informationSheets.html>. \*If you are undertaking practical experience outside the state of Queensland, Australia you should check local requirements.
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