



The University of Southern Queensland

Course specification

The current and official versions of the course specifications are available on the web at
<<http://www.usq.edu.au/coursespecification/current>>.
Please consult the web for updates that may occur during the year.

Description: Introduction to Web Publishing

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
FET	5621	96065	3, 2009	WEB	1.00	Toowoomba

Academic group:	FOEDU
Academic org:	FOE003
Student contribution band:	National Priority Teaching
ASCED code:	070303

STAFFING

Examiner: Henriette van Rensburg
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>.

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 and CSS coding to author and publish a website (Assessment1)
2. critically review and discuss the efficacy and limitations of evidence-based models and research-based theories that inform web site design and development (Assessment 2)

3. use professional web development tools such as HTML and CSS editors to develop a site consistent with international coding and accessibility standards (Assessment 4)
4. demonstrate an understanding of the process of collaborative and generative learning within the professional practice of web design and development (Assessment 2)
5. demonstrate an understanding of web design principles (Assessment 3)
6. optimise the functionality of a website to meet internationally recognised accessibility standards. (Assessment 4)
7. Demonstrate competence in written language and scholarly writing including correct spelling, grammar, and bibliographic referencing.

TOPICS

	Description	Weighting (%)
1.	Basic web authoring - HTML and CSS; site structure	30.00
2.	Web design - information design; site architecture; accessibility standards; international standards	30.00
3.	Advanced web authoring - using web editing tools	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.

Students will require a text to complement the HTML Editor of their choice,

Whether you are on, or off campus, the USQ Library is an excellent source of information <http://www.usq.edu.au/library>. The gateway to education resources is here: <http://www.usq.edu.au/library/faculties/education/default.htm>

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	20 Nov 2009 (see note 1)
ASSESSMENT 1	18.00	18.00	04 Dec 2009 (see note 2)
ASSESSMENT 2	25.00	25.00	24 Dec 2009 (see note 3)
ASSESSMENT 3	15.00	15.00	15 Jan 2010 (see note 4)
ASSESSMENT 4	40.00	40.00	05 Feb 2010 (see note 5)

NOTES

1. APA style is the referencing system required in this course. Students should use APA style in their assignments to format details of the information sources they have cited in their work. The USQ library provides advice on how to format information sources using this system. http://www.usq.edu.au/library/help/ehelp/ref_guides/apastyle/default.htm
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 12

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:
If students submit assignments after the due date without (prior) approval of the examiner then a penalty of 5% of the total marks gained by the student for the assignment may apply for each working day late up to ten working days at which time a mark of zero may be recorded. No assignments will be accepted after model answers have been posted.
- 4 Requirements for student to be awarded a passing grade in the course:
To be assured of receiving a passing grade a student must achieve at least 50% of the total weighted marks available for the course.
- 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 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/>).
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