The University of Southern Queensland

Course Specification

Description: Introduction to Web Publishing

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
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<td>FET</td>
<td>5621</td>
<td>10822</td>
<td>1, 2002</td>
<td>WEB</td>
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Academic Group: FOEDU
Academic Org: FOE003
HECS Band: 1
ASCED Code: 070303

STAFFING
Moderator: Jerry Maroulis

RATIONALE
The reduced cost and increasing power of digital and networking technologies have led to an increased use of Internet and web based publishing. This has resulted in a need for people to use the web in their own field of work as well as skills to publish their own materials on the web. While the mechanics of web publishing are becoming easier, there is an ongoing need to carefully design a web site to reach the target audience and achieve the intended goals. This entails the development of a student's 'Websense', the basic understanding of web based principles, and how to make correct and beneficial decisions during the building process.

SYNOPSIS
This course introduces students to using the World Wide Web (web) and publishing their own content on the web. It briefly raises issues related to computing, media, communication and psychology. It also examines features of online environments and the current and future impacts of these on human activities. Students will be expected to actively use the Internet and the web as their primary means of working within the course. In addition to producing traditional academic papers, students will be expected to build a web site. Note: 1 This course (FET5621) is available through INTERNET DELIVERY ONLY. There are NO print materials for this course. 2 For details of the technical requirements and accessing Internet study materials, please consult the following URL: http://www.usqonline.com.au.

OBJECTIVES
On successful completion of this course students will be able to:

- describe Internet technologies
- understand the impact of web design on the user
- outline the stages involved in successfully implementing a web project
• demonstrate an understanding of page design and layout issues by creating web pages
• demonstrate an understanding of site design and navigational structure issues by creating a well designed web site

TOPICS
Description Weighting (%)
1. Learning the Basics; HTML, Tools, Protocols 20.00
2. Understanding the Web; Building your ‘Websense’ 30.00
3. Building a Quality Website 50.00

STUDENT WORKLOAD REQUIREMENTS
ACTIVITY HOURS
Project Work 100

ASSESSMENT DETAILS
<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
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<tr>
<td>LEARNING EXERCISES - TUTORIALS</td>
<td>999.00</td>
<td>20.00 Y</td>
<td>04 Mar 2002</td>
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<td>THREE (3) PAPERS 1000 WORDS EACH</td>
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<td>DESIGN, DEVELOP &amp; EVALUATE WEB</td>
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NOTES:
1. Further details about the due dates are detailed in the assessment section of the Course Specifications.
2. Further details about the due dates are detailed in the assessment section of the Course Specifications.
3. Further details about the due dates are detailed in the assessment section of the Course Specifications.
4. Further details about the due dates are detailed in the assessment section of the Course Specifications.

OTHER REQUIREMENTS
1. To receive a passing grade for this course, students must submit all assessment items and demonstrate satisfactory mastery of all learning objectives for the course. Normally, this would require students to pass all items of summative assessment.
2 All pieces of graded summative assessment in this course will be graded using one of the following letter grades: HD, A, B, C, F or Incomplete. Plus and minus may be used with each of these letter grades.

3 Final grades for this course will be calculated by aggregating the weighted grade for each graded summative assessment item.