Description: Introduction to Web Publishing

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>FET</td>
<td>5621</td>
<td>20822</td>
<td>1, 2003</td>
<td>WEB</td>
<td>1.00</td>
<td>TW MBA</td>
</tr>
</tbody>
</table>

Academic Group: FOEDU
Academic Org: FOE003
HECS Band: 1
ASCED Code: 070303

STAFFING
Examiner: Michael Sankey
Moderator: Kaye Cleary

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:

- use HTML coding to author and publish a Web site;
- relate current practice and research to Web design theory;
• apply Web design principles relating to layout and page design when designing a site for a specific purpose and target audience;
• demonstrate an understanding of site design and navigational structure by creating a well designed Web site;
• use software tools such as HTML and image editors to optimise the functionality of a Web site.

TOPICS

Description | Weighting (%)  
--- | --- 
1. Basic authoring - HTML tags; formatting; publishing | 15.00 
2. Web design - information design; site structure | 40.00 
3. Advanced authoring - editors, frames, CSS | 45.00 

STUDENT WORKLOAD REQUIREMENTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directed Study</td>
<td>70</td>
</tr>
<tr>
<td>Project Work</td>
<td>100</td>
</tr>
</tbody>
</table>

ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>ORIENTATION</td>
<td>2.00</td>
<td>2.00</td>
<td>Y</td>
<td>07 Mar 2003</td>
</tr>
<tr>
<td>ASSESSMENT 1</td>
<td>30.00</td>
<td>13.00</td>
<td>Y</td>
<td>28 Mar 2003</td>
</tr>
<tr>
<td>ASSESSMENT 2</td>
<td>100.00</td>
<td>40.00</td>
<td>Y</td>
<td>16 May 2003</td>
</tr>
<tr>
<td>ASSESSMENT 3</td>
<td>100.00</td>
<td>45.00</td>
<td>Y</td>
<td>20 Jun 2003</td>
</tr>
</tbody>
</table>

ASSESSMENT NOTES

1. To receive a passing grade for this course, students must 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 numeric marks. Final assessment will use one of the following letter grades: HD, A, B, C, F or Incomplete.
3. Final grades for this course will be calculated by aggregating the weighted grade for each graded summative assessment item.
4. The Department of Further Education and Training has an extension policy which enables students to be within two weeks of the due date for assignments before they need to contact the course examiner. If more than two weeks late with submission of assignments, students must contact the course examiner to negotiate a further extension.