Description: Web Publishing for Educators

<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>
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<td>2472</td>
<td>34688</td>
<td>2, 2004</td>
<td>ONC</td>
<td>1.00</td>
<td>TW MBA</td>
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Academic group: FOEDU
Academic org: FOE003
Student contribution band: 1
ASCED code: 070100

STAFFING
Examiner: Peter Albion
Moderator: Petrea Redmond

RATIONALE
Web publishing techniques are becoming increasingly common as a basis for providing access to large volumes of data, which may be accessed for educational purposes. Web publishing is also an accessible medium for publication by educators and learners for a variety of audiences. Hence knowledge of web publishing can be used by educators both to facilitate access by learners to existing stores of data, and to develop web sites that serve their own purposes.

SYNOPSIS
This course will examine the concepts and characteristics of the World Wide Web, along with the possible educational implications of large volumes of data being made available in this form. Students will develop skills for the development of web sites with emphasis on the application of the web for teaching and learning. Techniques for developing multimedia web sites will be explored together with emerging web standards such as Cascading Style Sheets and the generation of web sites from databases. The importance of the web as a form of professional communication will be emphasised throughout the course. Intending students should be aware that they will require regular access to ICT resources, including email and the Internet.

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

1. Describe and discuss the characteristics of hypertext and hypermedia systems and background of multimedia.
2. Outline significant events in the historical development of hypermedia and the
World Wide Web.
3. Discuss the theoretical bases for and the practical implications of the educational
use of hypermedia, especially the World Wide Web.
4. Design and develop well-structured web materials which perform according to
supplied specifications.
5. Demonstrate their knowledge of course content using appropriate modes and
conventions of expression.

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Hypertext, hypermedia and multimedia concepts and characteristics, origins and development, practical systems</td>
<td>5.00</td>
</tr>
<tr>
<td>2. Educational implications of hypermedia, associative memory and concept mapping, user empowerment, navigation</td>
<td>10.00</td>
</tr>
<tr>
<td>3. Hypermedia storyboarding and planning for objects and properties, graphics tools, colour, approaches to planning, hypertext and linking, scripting and messages, animation, multimedia and files</td>
<td>35.00</td>
</tr>
<tr>
<td>4. World Wide Web design and development HTML code, graphic and media elements</td>
<td>50.00</td>
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</table>

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:**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
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<tbody>
<tr>
<td>Lectures</td>
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<tr>
<td>Private Study</td>
<td>120.00</td>
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<tr>
<td>Tutorial</td>
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**ASSESSMENT DETAILS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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<tr>
<td>PRACTICAL 1</td>
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<tr>
<td>PRACTICAL 2</td>
<td>5.00</td>
<td>5.00</td>
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<td>PRACTICAL 3</td>
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<td>5.00</td>
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<tr>
<td>PRACTICAL 4</td>
<td>5.00</td>
<td>5.00</td>
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<tr>
<td>PRACTICAL 5</td>
<td>5.00</td>
<td>5.00</td>
<td>03 Sep 2004</td>
</tr>
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<td>PRACTICAL 6</td>
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<td>5.00</td>
<td>10 Sep 2004</td>
</tr>
<tr>
<td>PORTFOLIO</td>
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<td>40.00</td>
<td>22 Oct 2004</td>
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<tr>
<td>EXAMINATION</td>
<td>30.00</td>
<td>30.00</td>
<td>END S2</td>
</tr>
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</table>

(see note 1)

**NOTES:**

1. Examination date/s will be confirmed when the official timetable for the semester has been finalised.

**IMPORTANT ASSESSMENT INFORMATION**

1. Attendance requirements:
   It is the students' responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and 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 complete each of the assignments satisfactorily, students must obtain at least 50% of the marks available for each assignment.

3 Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval then a penalty of 5% 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 achieve at least 50% of the available weighted marks for the summative assessment 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 obtained for each of the summative assessment items in the course.

6 Examination information:
   In a Restricted Examination, candidates are allowed access to specific materials during the examination. The only materials that candidates may use in the restricted examination for this course are: writing materials (non-electronic and free from material which could give the student an unfair advantage in the examination); calculators which cannot hold textual information (students must indicate on their examination paper the make and model of any calculator(s) they use during the examination; English translation dictionaries (but not technical dictionaries); Formula sheets; Translation dictionary. Students whose first language is not English, may, with the Examiner's approval, take an appropriate non-electronic translation dictionary into the examination. Students who wish to use a translation dictionary MUST request and receive written approval from the Examiner at least one week before the examination date. Translation dictionaries will be subject to perusal and may be removed from the candidate's possession until appropriate disciplinary action is completed if found to contain material that could give the candidate an unfair advantage;

7 Examination period when Deferred/Supplementary examinations will be held:
   Any Deferred or Supplementary examinations for this course will be held in the fourth week of the semester following this course offering and the examiner will advise students involved in writing of the date time and location of any such examination.

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 Students must retain a copy of each item (other than the examination) for assessment. This must be produced within five days if required by the Examiner.
2 The examiner may grant an extension of the due date of an assignment in extenuating circumstances.

3 When there is more than one marker for a single item of assessment, the distribution patterns and means for the different markers will be compared and marks adjusted if necessary.

4 Marking criteria are provided in course material as mark sheets/guides or as part of assignment specifications.

5 All assessment items must be attempted/submitted with a pass overall gained.

OTHER REQUIREMENTS

1 Students will be required to use appropriate software for preparation of assignments and tutorial exercises submitted for assessment.