Description: Introduction to Web Publishing

STAFFING
Examiner: Kaye Cleary
Moderator: Peter Albion

RATIONALE
Reduced costs and the rise of information and communication technologies have led to an increased use of Internet and web-based publishing. This burgeoning field has been a stimulus for a heightened interest by persons in a variety of fields to use the web as well as develop skills to publish their own materials on the web. While the mechanics of web publishing are becoming less complex, 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 design principles, and how to make appropriate and defensible ‘design’ decisions on which to base sustainable, accessible and audience-appropriate web sites.

SYNOPSIS
This course introduces learners to publishing on the web. It briefly raises issues related to accessibility and within the framework of human-computer interface models, explores the impact of media, communication and psychology on web design. Students will demonstrate their development of HTML coding and associated skills to design and build an effective, accessible, low-maintenance web site. They will demonstrate planning and design skills by selecting an appropriate topic for a web site - nominating the target audience and purpose of the site. Analytical and critical approaches will be employed to critique selected web sites using derived design principles. The course requires learners to demonstrate evaluation skills through academic discourse and technical skills through web site development. Learners will be expected to actively use the Internet and the web as their primary means of working within the course. Some group activities may be required. 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 and accessibility considerations;
- 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

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<th>Description</th>
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<tr>
<td>1. Basic authoring - HTML tags; formatting; publishing</td>
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<tr>
<td>2. Web design - information design</td>
<td>20.00</td>
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<td>3. Web design - site structure</td>
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<tr>
<td>4. Advanced authoring - editors, frames, CSS</td>
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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:

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<td>Project Work</td>
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ASSESSMENT DETAILS

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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 complete each of the assessment items satisfactorily, students must obtain at least 50% of the marks available (or at least a grade of C-) for each assessment item.

3 Penalties for late submission of required work:
   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.

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 all of the summative assessment items and achieve at least 50% of the available weighted marks 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...

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.