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>
<th>Units</th>
<th>Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>FET</td>
<td>5621</td>
<td>38152</td>
<td>3, 2004</td>
<td>WEB</td>
<td>1.00</td>
<td>TW MBA</td>
</tr>
</tbody>
</table>

Academic group: FOEDU
Academic org: FOE003
Student contribution band: 1
ASCED code: 070303

STAFFING
Examiner: Kaye Cleary
Moderator: Peter Albion

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://usqconnect.usq.edu.au

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

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

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic authoring - HTML tags; formatting; publishing</td>
<td>20.00</td>
</tr>
<tr>
<td>Web design - information design</td>
<td>20.00</td>
</tr>
<tr>
<td>Web design - site structure</td>
<td>20.00</td>
</tr>
<tr>
<td>Advanced authoring - editors, frames, CSS</td>
<td>40.00</td>
</tr>
</tbody>
</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>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directed Study</td>
<td>70.00</td>
</tr>
<tr>
<td>Project Work</td>
<td>100.00</td>
</tr>
</tbody>
</table>
# ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>ORIENTATION</td>
<td>100.00</td>
<td>2.00</td>
<td>12 Nov 2004</td>
</tr>
<tr>
<td>ASSESSMENT 1</td>
<td>100.00</td>
<td>18.00</td>
<td>26 Nov 2004</td>
</tr>
<tr>
<td>ASSESSMENT 2</td>
<td>100.00</td>
<td>25.00</td>
<td>17 Dec 2004</td>
</tr>
<tr>
<td>ASSESSMENT 3</td>
<td>100.00</td>
<td>15.00</td>
<td>07 Jan 2005</td>
</tr>
<tr>
<td>ASSESSMENT 4</td>
<td>100.00</td>
<td>40.00</td>
<td>04 Feb 2005</td>
</tr>
</tbody>
</table>

# 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:
   In this course, if students are more than two weeks late with the submission of any assessment task, they are required to contact the course examiner, who may, at his/her discretion, grant 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 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.