Description: Web Design and Production

Subject | Cat-nbr | Class | Term | Mode | Units | Campus
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MMS | 3017 | 45099 | 2, 2005 | EXT | 1.00 | Toowoomba

Academic group: FOART
Academic org: FOA004
Student contribution band: I
ASCED code: 100700

STAFFING
Moderator: David Boreham

REQUISITES
Pre-requisite: MMS1001

SYNOPSIS
This course provides students with an intermediate understanding of Internet and World Wide Web technology, focusing on the design, development and production of interactive web pages and websites. It covers basic web page composition, HTML editing, file and directory structures. The course also investigates the authority and optimisation of media elements such as typography, images, sounds, animation and video through a variety of common software and processes for web application. Within this course, students will build a range of practical websites with these tools and techniques. Students will also develop a set of analytical criteria from which to critique a number of high profile websites. More advanced techniques, towards the end of the course, including simple Java Scripting and Search Engine Optimization, will also be handled.

OBJECTIVES
The overall aim of this course is to provide students with the knowledge and skills to effectively apply production tools and techniques to the design, implementation and management of functionally interactive World Wide Web sites. On successful completion of this course, the student should be able to:

1. Understand the World Wide Web, how it originated, how it works, and the implications for design
2. Develop and maintain web sites using HTML editors and site management tools such as Dreamweaver
3. Design and produce content for web publication including hyperlinks, various navigation structures, tables, frames and interactive web forms
4. Incorporate multimedia elements, such as animation, audio and video, into web publications
5. Incorporate functional interactivity through basic database access and simple Java Scripting
6. Prepare the publishing aspects of a web design, including site announcement techniques and server side requirements in response to a client brief

**TOPICS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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</thead>
<tbody>
<tr>
<td>1. The development history of the Internet and World Wide Web, how it originated, how it works, and the implications this has for design</td>
<td>5.00</td>
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<tr>
<td>2. HTML as an authoring language, its rules, syntax and text-based authoring techniques</td>
<td>5.00</td>
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<tr>
<td>3. Develop a set of analytical criteria for the critical evaluation of effective websites</td>
<td>10.00</td>
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<tr>
<td>4. Use of HTML editors and site management tools in website productions</td>
<td>20.00</td>
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<tr>
<td>5. Incorporate frames, forms, tables and hypertext links into websites</td>
<td>20.00</td>
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<tr>
<td>6. Prepare and integrate Multimedia elements into website designs</td>
<td>10.00</td>
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<tr>
<td>7. Create functionally interactive websites through Java Scripting</td>
<td>20.00</td>
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<tr>
<td>8. Use the techniques of Meta tags, site announcement services, server side hosting features and Domain Name Registration in the publication of web content</td>
<td>10.00</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).

At least one (1) blank CD-R disc

For this course, students are required to have access to Dreamweaver MX and Macromedia Fireworks MX


**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>
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<tbody>
<tr>
<td>Directed Study</td>
<td>65.00</td>
</tr>
<tr>
<td>Private Study</td>
<td>100.00</td>
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</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>ASSIGNMENT 1</td>
<td>100.00</td>
<td>30.00</td>
<td>09 Sep 2005</td>
</tr>
<tr>
<td>ASSIGNMENT 2</td>
<td>100.00</td>
<td>50.00</td>
<td>28 Oct 2005</td>
</tr>
<tr>
<td>EXAM 2 HOURS</td>
<td>100.00</td>
<td>20.00</td>
<td>END S2 (see note 1)</td>
</tr>
</tbody>
</table>

NOTES

1. Exam dates will be advised when timetables are finalised.

IMPORTANT ASSESSMENT INFORMATION

1. Attendance requirements:
   There are no attendance requirements for this external course. However, it is the student's 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 for each assessment item.

3. Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval, then a penalty of 10% of the total marks available for the assignment will apply for each of the first FIVE working days late, after which a zero mark will be given.

4. Requirements for student to be awarded a passing grade in the course:
   To be assured of receiving a passing grade, students must demonstrate, via the summative assessment items, that they have achieved the required minimum standards in relation to the objectives of the course by submitting and passing all of 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 (or grades) obtained for each of the summative assessment items in the course.

6. Examination information:
   The exam for this course is a RESTRICTED EXAMINATION, and candidates are allowed to bring in a language dictionary.

7. Examination period when Deferred/Supplementary examinations will be held:
Any deferred or supplementary examinations for this course will be held during the next examination period.

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

9 (a) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (b) Students must retain a copy of each item submitted for assessment. This must be despatched to USQ within 24 hours if requested by the Examiner. (c) In accordance with University’s Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (d) Students who have undertaken all of the required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (e) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination; IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).

OTHER REQUIREMENTS

1 If assignments in the course require the use of surveys, interviews, etc., students should be aware of the University and Faculty of Arts ethical requirements/guidelines. (The course syllabus distributed to students in the first week of teaching provides this information.)