The University of Southern Queensland
Course specification
This version produced 20 Dec 2007.
The current and official versions of the course specifications are available on the web at
Please consult the web for updates that may occur during the year.

<table>
<thead>
<tr>
<th>Description: Introduction to Web Publishing</th>
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<tbody>
<tr>
<td>Subject</td>
</tr>
<tr>
<td>FET</td>
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</tbody>
</table>

Academic group: FOEDU
Academic org: FOE003
Student contribution band: National Priority Teaching
ASCED code: 070303

STAFFING
Examiner: Kaye Cleary
Moderator: Peter Albion

OTHER REQUISITES
State law in Queensland (Australia) requires that all adults working/undertaking professional experience/researching with children under the age of 18, in the state of Queensland are required to possess a current suitability card (Blue Card). (See "Other Requirements" for further information.) Also see: http://www.childcomm.qld.gov.au/employment/bluecard/informationSheets.html

RATIONALE
With the pervasiveness of the Web and increasing access to affordable and powerful HTML editors, web-based publishing is rapidly moving from the domain of specialists to a 'do-it-yourself' approach. Paradoxically, this move accompanies increased expectation of high quality, professionally designed, web sites that meet not only cost-effective content development and management, but also usability and accessibility standards. While the mechanics of web publishing are becoming simpler, there is an ongoing need to carefully design a website to reach the target audience and achieve intended goals.

SYNOPSIS
This introductory course examines research-based web design concepts of usability, accessibility and site architecture. Through critiquing established sites and publishing their own content on the web, students apply basic web design principles and development strategies, to the development of an integrated site designed to reach a target audience and achieve intended goals. Current challenges of publishing on the web will be addressed. NOTES: 1. This course (FET5621) is available through INTERNET DELIVERY ONLY. Although there are NO print materials for this course, students are encouraged to procure relevant support texts for their HTML Editor. 2. For details of the technical requirements and accessing Internet study materials, please consult the following URL: http://usqconnect.usq.edu.au.
OBJECTIVES

The course objectives define the student learning outcomes for a course. The assessment item(s) that may be used to assess student achievement of an objective are shown in parenthesis. On successful completion of this course students will be able to:

1. use HTML coding to author and publish a website (Assessment 1)
2. relate current practice and research to Web design theory and accessibility considerations (Assessment 2)
3. demonstrate an understanding of web design principles (Assessment 3)
4. use software tools such as HTML and image editors to optimise the functionality of a website and develop valid code to internationally recognised standards. (Assessment 4)

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Basic authoring - HTML tags; formatting; publishing</td>
<td>20.00</td>
</tr>
<tr>
<td>2. Web design - information design; site architecture; accessibility standards</td>
<td>20.00</td>
</tr>
<tr>
<td>3. Web design - site structure</td>
<td>20.00</td>
</tr>
<tr>
<td>4. Advanced authoring - editors, frames, CSS</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

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<thead>
<tr>
<th>ACTIVITY</th>
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<tbody>
<tr>
<td>Directed Study</td>
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<tr>
<td>Project Work</td>
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ASSESSMENT DETAILS

<table>
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<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
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<tbody>
<tr>
<td>ORIENTATION</td>
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<td>2.00</td>
<td>10 Mar 2007</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(see note 1)</td>
</tr>
<tr>
<td>ASSESSMENT 1</td>
<td>18.00</td>
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<td>23 Mar 2007</td>
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<td>(see note 2)</td>
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<td>ASSESSMENT 2</td>
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<td>25.00</td>
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</tr>
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<td></td>
<td></td>
<td></td>
<td>(see note 3)</td>
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<tr>
<td>ASSESSMENT 3</td>
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<td>(see note 5)</td>
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NOTES
1. Orientation assignment due in week 1
2. Assessment 1 due in week 3
3. Assessment 2 due in week 6
4. Assessment 3 due in week 9
5. Assessment 4 due in week 13

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 satisfactorily complete an individual assessment item a student must achieve at least 50% of the marks. (Depending upon the requirements in Statement 4 below, students may not have to satisfactorily complete each assessment item to receive a passing grade in this course.)

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 prior to the due date, who may, at his/her discretion, grant a further extension. A penalty of 20% 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 complete and submit a minimum of Assessment 1, Assessment 2 and Assessment 4 and achieve an aggregate of at least 50% of the weighted marks available 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 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.

OTHER REQUIREMENTS

1 Students enrolling in WEB courses MUST have ongoing convenient and reliable access
to the Internet in order to access course materials and participate in activities that will
affect assessment. The levels of equipment required may change from time to time, with
the most recent specification listed at
whether your computer system meets these requirements from USQAssist
(http://usqassist.usq.edu.au/).

2 IMPORTANT NOTE: Working with Children: State law in Queensland requires that all
adults (including university students, pre-service educators, trainers, vocational teachers,
industry educators) working with children under the age of 18, in the state of Queensland*,
obtain approval before commencing such work. Many education courses include a practical
component (professional experience, project work, research, assessment etc..) that may
require engagement with children under the age of 18. It is your responsibility to ensure
that you possess a current suitability card (Blue Card) before commencing any practical
components of this course. DO NOT PARTICIPATE IN ANY PRACTICAL
EXPERIENCE WITH CHILDREN UNDER 18 UNLESS YOU POSSESS A CURRENT
'BLUE CARD'. For further information:
are undertaking practical experience outside the state of Queensland, Australia you should
check local requirements.