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 <http://www.usq.edu.au/coursespecification/current>.
Please consult the web for updates that may occur during the year.

Description: Web Design and Production

<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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<tr>
<td>MMS</td>
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<td>66823</td>
<td>2, 2007</td>
<td>ONC</td>
<td>1.00</td>
<td>Toowoomba</td>
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Academic group: FOART
Academic org: FOA005
Student contribution band: 1
ASCED code: 100700

STAFFING
Examiner: Stuart Thorp
Moderator: David Boreham

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

At least one (1) blank CD-R disc

Students must also have access to Macromedia Dreamweaver 8 or MX2004 and graphics software such as Fireworks or Photoshop.

For this course, students are required to purchase an External 7200 rpm Hard Drive with Firewire. This hardware will be necessary for use over the duration of the three years of the degree course.

Bishop, S 2006, Macromedia dreamweaver 8 revealed,

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>
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<tbody>
<tr>
<td>Directed Study</td>
<td>65.00</td>
</tr>
<tr>
<td>Lectures</td>
<td>14.00</td>
</tr>
<tr>
<td>Private Study</td>
<td>58.00</td>
</tr>
<tr>
<td>Tutorials or Workshops</td>
<td>28.00</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>
</tr>
</thead>
<tbody>
<tr>
<td>ASSIGNMENT 1</td>
<td>100.00</td>
<td>30.00</td>
<td>14 Sep 2007 (see note 1)</td>
</tr>
<tr>
<td>ASSIGNMENT 2</td>
<td>100.00</td>
<td>50.00</td>
<td>26 Oct 2007 (see note 2)</td>
</tr>
<tr>
<td>EXAM 2 HOURS</td>
<td>100.00</td>
<td>20.00</td>
<td>END S2 (see note 3)</td>
</tr>
</tbody>
</table>

NOTES

1. This assignment is aligned with Objectives 1, 2, 3, 4, and 6
2. This assignment is aligned with all Objectives.
3. Exam dates will be advised when timetables are finalised. This assessment item is aligned with all Objectives.

IMPORTANT ASSESSMENT INFORMATION

1 Attendance requirements:
   It is the student’s 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. For this course, normal class attendance consists of one 3 hour lecture per week.

2 Requirements for students to complete each assessment item satisfactorily:
   To successfully complete an individual assessment item, a student must achieve at least 50% of the marks or a grade of at least C-. This statement must be read in conjunction with Statement 4 below.

3 Penalties for late submission of required work:
   DEADLINES - EXTENSIONS WILL NOT BE GRANTED ON ANY GROUNDS. In fully documented cases of extreme medical disability, other production assignments of equivalent value will be set, ON CONDITION THAT the student fully informs the Examiner of such a need at the earliest convenient time.

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 total weighted marks available for the course.

5 Method used to combine assessment results to attain final grade:
   The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.

CRICOS: QLD 00244B | NSW 02225M
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

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) In the event that a due date for an
assignment falls on a local public holiday in their area, such as a Show holiday, the due
date for the assignment will be the next day. Students are to note on the assignment cover
the date of the public holiday for the examiner's convenience. (e) Students who do not
have regular access to postal services or who are otherwise disadvantaged by these
regulations may be given special consideration. They should contact the examiner of the
course to negotiate such special arrangements. (f) 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. (g) 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).

10 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.)

OTHER REQUIREMENTS

1 Given course objectives, students are strongly advised to attend classes and workshops.