

Unit Outline

GRDE2023 DIG22 Internet Design Introduction OpenUnis SP 3, 2020

Unit study package code:	GRDE2023
Mode of study:	Area External
Credit Value:	25.0
Pre-requisite units:	Nil
Co-requisite units:	Nil
Anti-requisite units:	Nil
Result type:	Grade/Mark
Approved incidental fees:	Information about approved incidental fees can be obtained from our website. Visit fees.curtin.edu.au/incidental_fees.cfm for details.
Unit coordinator:	Title: Ms Name: Harriet Perryer Phone: +618 9266 9664 Email: harriet.perryer@curtin.edu.au Location: Building: 202 - Room: C111
Teaching Staff:	

Administrative contact:	Name: Emily Zhou Phone: +618 9266 9664 Email: dbeoua@curtin.edu.au Location: Building: 201 - Room: 616
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Learning Management System: [Blackboard](https://lms.curtin.edu.au) (lms.curtin.edu.au)

Acknowledgement of Country

We respectfully acknowledge the Indigenous Elders, custodians, their descendants and kin of this land past and present. The [Centre for Aboriginal Studies](#) aspires to contribute to positive social change for Indigenous Australians through higher education and research.

Syllabus

This unit introduces students to the concepts, skills and toolsets required to understand and apply user-focus design for the web. The unit will enable students to create a basic website that employs the most current web authoring standards. By synthesising web usability theory with a project-centre approach, students will learn to develop and iterate upon an effective user-centred website interface.

Introduction

This unit is designed to introduce you to the practice of creating a basic website. Through the iterative development of a single project topic, you will progressively acquire and build upon fundamental skills in the planning, design and development of a website using the HTML5 and CSS3.

In Internet Design Introduction, you will be guided through a process of developing design ideas in a conceptual way and then translating those ideas into a website using code. Research will play an important role in your learning process as you gain knowledge and a deeper understanding of Internet Design. It is expected that this unit will provide a touchstone that stimulates thought and curiosity in relation to your own practice in web design and related technologies.

While you have the benefit of flexible study time as an online student you are expected to spend about 10 hours per week on this unit. Depending on your own study strategies, we recommend 2-3 hours reading through the study guide learning materials, 1-2 hours in the discussion board connecting with your peers and asking your tutor questions and 6-7 hours per week working on your assignments.






Your tutor will endeavour to respond to your enquires in the discussion board within 1-2 working days.

We hope you enjoy the unit.







Unit Learning Outcomes

All graduates of Curtin University achieve a set of six Graduate Capabilities during their course of study. These inform an employer that, through your studies, you have acquired discipline knowledge and a range of other skills and capabilities which employers would value in a professional setting. Each unit in your course addresses the Graduate Capabilities through a clearly identified set of learning outcomes. They form a vital part in the process referred to as assurance of learning. The learning outcomes notify you of what you are expected to know, understand or be able to do in order to be successful in this unit. Each assessment for this unit is carefully designed to test your knowledge of one or more of the unit learning outcomes. On successfully completing all of the assessments you will have achieved all of these learning outcomes.

Your course has been designed so that on graduating you will have achieved all of Curtin's Graduate Capabilities through the assurance of learning processes in each unit.

On successful completion of this unit students can:		Graduate Capabilities addressed
1	Articulate the website-specific needs, requirements and preferences of an end user	 
2	Evaluate existing web design solutions through the framework of an end user	
3	Develop an effective design solution that successfully addresses the needs of an end user across multiple platforms	 

Curtin's Graduate Capabilities

	Apply discipline knowledge, principles and concepts		Innovative, creative and entrepreneurial		Effective communicators with digital competency
	Globally engaged and responsive		Culturally competent to engage respectfully with local First Peoples and other diverse cultures		Industry connected and career capable

Find out more about Curtin's Graduate Capabilities at the Curtin Learning and Teaching website: clt.curtin.edu.au

Learning Activities

The learning activities for this unit are all available online via the unit's relevant Blackboard site under "Study Topics" > "Weekly Study Materials" menu item and are arranged into weekly modules. Each week's activities will revolve around the following resources and materials:

- iLecture link – covers specific concepts for that week;
- Exercises – a weekly exercise document which contains detailed prescription for activities that you will need to complete to stay on track for the unit's assessment points;
- Scheduled 'Live' Collaborate Sessions - Tutors will conduct scheduled 'live' Collaborate sessions throughout the Study Period. You are encouraged to attend these sessions to get live help from the tutor or to just connect with them and your peers in an immediate, realtime setting;
- Discussion board participation – the discussion board provides you with a 'live' feedback platform where you can share your ideas, offer/accept critique and engage in discussions around the unit topics. This iterative feedback and development process will be crucial in helping you to hone your web development approach. The Weekly Study Material provides descriptions of the weekly activities that you'll need to post about on the discussion board;
- LinkedIn Learning video library - You will be provided with access to the LinkedIn Learning training library. You are encouraged to leverage this resource to learn any advanced technical skills required to successfully create your projects; plus
- Any additional module specific websites and related resources.

Students will have access to Module materials via Blackboard, in addition to which they will be expected to participate in the Discussion Board activities to learn from each other and their tutor. There is also an expectation for students to undertake a reasonable amount of self-directed learning to supplement the Module materials. The notes alone cannot be considered sufficient knowledge to pass this unit and additional self-directed learning will be required reading (i.e. from the recommended reading list), reading professional journals, discussion board activities with peers and other industry personnel and ultimately in watching and listening to the environment around you. The Program Calendar provides the broad topics that are covered in lectures each week.

Learning Resources

Other resources

Software

In this unit students are required to purchase a subscription to Adobe Creative Cloud. Students are eligible for a discounted subscription price when purchasing via <https://www.adobe.com/au/creativecloud/buy/students.html>

This subscription provides access to a range of applications. In this unit we will be using Adobe Photoshop and Adobe XD.

eBOOKS

Although not mandatory in this unit, there are a number of eBooks relevant to digital design available through Curtin University library's E-Reserve > databases > Ebook Library - links accessible here,

http://catalogue.curtin.edu.au/primo_library/libweb/action/search.do?mode=Basic&vid=CUR&tab=coursereserves&

Essential Texts if any for this unit are listed above and you need to purchase or have access to a copy of these to complete your studies.

It may be there are no required text books for this unit in which case they have been identified as Recommended Texts and they will increase your understanding and prove useful to your studies.

Further, at the end of each week's module a number of required and additional readings are listed. These have come from a diverse range of sources to enhance your learning. You are strongly encouraged to access and read these materials that will be available to you electronically through the Curtin Library and the Leganto 'Reading List' in Blackboard.

LinkedIn Learning

As a Curtin University student within this unit, you have full access to the premium LinkedIn Learning library for the duration of your enrolment. LinkedIn Learning is a leading online learning service that provides training tutorials to help you learn software, technology and creative skills to achieve personal and professional goals. You are encouraged to utilise this as an auxiliary learning resource to supplement the primary learning materials for this unit.

New students should look for the "Invitation Email" in your Curtin student email account.

This will automatically be sent out by LinkedIn Learning shortly after the commencement of the Study Period. To activate your account, follow the registration instructions. Activate the LinkedIn Learning account within 7 days by following the registration instructions.

If you have previously enrolled in a Curtin Design/Art unit, your LinkedIn Learning access should be automatically be active for this Study Period. Note that you will not receive a further invitation email this time around, but you should be able to login using the same username/password that you received previously.

If you are unable to locate your LinkedIn Learning Invitation Email by the end of week 1, please email HUM.DLT@curtin.edu.au and ask them to re-send your invitation. Be sure to advise your Name, Student ID number and the Unit Name/Code.

Assessment

Assessment policy exemptions

- There are no exemptions to the assessment policy

Assessment schedule

	Task	Value %	Date Due	Unit Learning Outcome(s) Assessed	Late Assessments Accepted?*	Assessment Extensions Considered?*
1	Design Investigation	25%	Week: Week 5 Day: Monday 28 September Time: 11:59PM WST	1,2	Yes	Yes
2	Exercise	35%	Week: Week 8 Day: Monday 19 October Time: 11:59PM WST	2,3	Yes	Yes
3	Project	40%	Week: Week 13 Day: Wednesday 25 November Time: 11:59PM WST	1,3	Yes	Yes

*Please refer to the Late Assessment and the Assessment Extension sections below for specific details and conditions.

Detailed information on assessment tasks

- The first assignment for DIG22 Internet Design Introduction will introduce students to the basics of HTML and CSS based web design. By completing a series of preliminary technical exercises and a case study research component, students will become familiar with fundamental technical skills required to construct a web page. Additionally, the case study research component of this first assignment will allow students the opportunity to gain valuable insight into the current state of the web design field, as well as draw inspiration from a variety of relevant sources.

For further assessment details, please refer to the relevant Assignment Brief and Marking Rubric which can be found in the Assessment section of Blackboard.

- After the completion and submission of assignment 1, the remaining two assignments for DIG22 will engage students in the design and execution of a single page scrolling HTML5 and CSS3 website based on a chosen project brief. The web design process typically involves 4 stages: Planning, Design, Development and Launch. This second assignment will focus on the Planning and Design stages of this process. More specifically, this will involve topic research, ideation, site planning and conceptualisation via the 'Presentation' assessment. This narrated presentation will then act as a blueprint to inform the execution of

your final practical outcome in DIG22.

For further assessment details, please refer to the relevant Assignment Brief and Marking Rubric which can be found in the Assessment section of Blackboard.

3. The third and final assignment for DIG22 will engage students in the final two stages of the web design process: Development and Launch. Upon submission of your final assignment your website should look a lot like the screen mockups that you presented in your Presentation Document. However, design is an iterative and evolving process, and certain design elements are bound to change and improve as you gain experience and knowledge. This is normal and expected, you will not be marked down for 'deviating' from your initially specified designs, though you should reflect and comment upon these changes in your website's accompanying 'Progress Report'.

For further assessment details, please refer to the relevant Assignment Brief and Marking Rubric which can be found in the Assessment section of Blackboard.

Pass requirements

In order to pass this unit, students are required to achieve an overall unit mark of 50 or higher, and meet all of the unit learning outcomes.

Assessment Moderation

Fair assessment through moderation

Moderation describes a quality assurance process to ensure that assessments are appropriate to the learning outcomes, and that students work is evaluated consistently by assessors. Minimum standards for the moderation of assessments are described in the Assessment and Student Progression Manual, available from policies.curtin.edu.au/findapolicy/

Pre-marking moderation

- Provision of an assessment rubric.
- Discussion of assessment briefs and marking rubrics with students before assessments are due.

Intra-marking / Post-marking moderation

- Second marking or check second marking of a random sample of student work to check for consistent application of marking criteria and standards.
- Second marking or check second marking of a sample of student work deemed to be at significant thresholds (e.g. Pass/Fail, but could also include credit/distinction/high distinction, if appropriate).
- Second marking or check second marking student work deemed to be borderline (just above/below pass mark).
- Second marking or check second marking of a sample of outliers (high or low scoring assessments).

Late assessment

Where the submission of a late assessment is permitted, late penalties will be consistently applied in this unit.

Where a late assessment **is** permitted for an assessment item or the entirety of the unit (refer to the Assessment Schedule table in this Unit Outline) and the student does not have an approved assessment extension:

1. For assessment items submitted within the first 24 hours after the due date/time, students will be penalised by a deduction of 5% of the total marks allocated for the assessment task;
2. For each additional 24 hour period commenced an additional penalty of 10% of the total marks allocated for the assessment item will be deducted; and
3. Assessment items submitted more than 168 hours late (7 calendar days) will receive a mark of zero.

Where late assessment **is NOT** permitted for an assessment item or the entirety of the unit (refer to the Assessment Schedule table in this Unit Outline) and the student does not have an approved assessment extension:

1. All assessment items submitted after the due date/time will receive a mark of zero.

Assessment extension

Where an application for an assessment extension **is** permitted for an assessment item(s) within this unit (refer to the Assessment Schedule table in this Unit Outline):

1. A student who is unable to complete an assessment item by/on the due date/time as a result of exceptional circumstances beyond the student's control, may apply for an assessment extension on the Assessment Extension Application Form as prescribed by the Academic Registrar. The form is available on the Forms page at <https://students.curtin.edu.au/essentials/forms-documents/forms/> and also within the student's OASIS (My Studies tab – Quick Forms) account.
2. The student will be expected to submit their application for an Assessment Extension with supporting documentation:
 - a. Australian Campuses: via the online form
 - b. Offshore campuses: to the School representative nominated below
3. Timely submission of this information supports the assessment process. For applications that are declined, delayed submission may have significant ramifications on the possible marks awarded.
4. An application may be accepted up to five working days after the due date/time of the assessment item where the student is able to provide a verifiable explanation as to why they were not able to submit the application prior to the assessment due date/time

Where an application for an assessment extension **is NOT** permitted for an assessment item(s) within this unit (refer to the Assessment Schedule table in this Unit Outline):

1. All assessment items submitted after the due date/time will be subject to late penalties or receive a mark of zero depending on the unit permitting late assessment submissions.

For enquiries in regards to Assessment Extensions please contact DBEOUA@curtin.edu.au

Deferred assessments

If your results show that you have been granted a deferred assessment you should immediately check OASIS for details.

Further assessment

Further assessments, if granted by the Board of Examiners, will be held between 06/01/2021 and 05/03/2021 . Notification to students will be made after the Board of Examiners meeting via the Official Communications Channel in OASIS.

It is the responsibility of the student to be available to complete the requirements of a further assessment. If your results show that you have been granted a further assessment you should immediately check OASIS for details.

Reasonable adjustments for students with disabilities/health circumstances likely to impact on studies

A [Curtin Access Plan](#) (CAP) is a document that outlines the type and level of support required by a student with a disability or health condition to have equitable access to their studies at Curtin. Carers for people with disability may also be eligible for support. This support can include alternative exam or test arrangements, study materials in accessible formats, access to Curtin's facilities and services or other support as discussed with an advisor from [AccessAbility Services](#).

Documentation is required from your treating Health Professional to confirm your health circumstances or carer responsibilities.

If you think you may be eligible for a CAP, please contact AccessAbility Services. If you already have a CAP please provide it to the Unit Coordinator in week 1 of each study period.

Referencing style

The referencing style for this unit is Chicago 17th B.

More information can be found on this style from the Library web site:

<http://libguides.library.curtin.edu.au/referencing>.

Privacy

As part of a learning or assessment activity, or class participation, your image or voice may be recorded or transmitted by equipment and systems operated by Curtin University. Transmission may be to other venues on campus or to others both in Australia and overseas.

Your image or voice may also be recorded by students on personal equipment for individual or group study or assessment purposes. Such recordings may not be reproduced or uploaded to a publicly accessible web environment. If you wish to make such recordings for study purposes as a courtesy you should always seek the permission of those who are impacted by the recording.

Recording of classes or course materials may not be exchanged or distributed for commercial purposes, for compensation, or for any other purpose other than personal study for the enrolled students in the unit. Breach of this may subject a student to disciplinary action under Statute No 10 – Student Disciplinary Statute.

If you wish to discuss this please talk to your Unit Coordinator.

Copyright

The course material for this unit is provided to you for your own research and study only. It is subject to copyright. It is a copyright infringement to make this material available on third party websites.

Academic Integrity (including plagiarism and cheating)

Academic Integrity

Curtin's [Student Charter](#), [Academic Integrity Program \(AIP\)](#), and core [Values](#) guide expectations regarding student behaviour and responsibilities. Information on these topics can be found on the [Student Essentials Website](#) or the Academic Integrity tab in Blackboard.

Academic Integrity Warnings

An Academic Integrity Warning may be issued to a New-to-Curtin student if they have inadequately acknowledged sources or collaborated inappropriately. [The Management of Academic Integrity Warnings for New to Curtin Students Procedures](#) provide further information and explain who is considered to be New-to-Curtin.

Academic Misconduct

Students with an academic breach that do not meet the New-to-Curtin criteria will be managed through the misconduct process. [Academic Misconduct](#) means conduct by a student that is dishonest or unfair in connection with any academic work. This includes all types of plagiarism, cheating, collusion, falsification or fabrication of data or other content, and Academic Misconduct Other, such as falsifying medical certificates for extension. More details can be found on the [Student Essentials Website](#) or on the [Academic Integrity Website](#).

Staff members are required to report suspected misconduct and an inquiry may take place. If misconduct is determined it will result in penalties, which may include a warning, a reduced or nil grade, a requirement to repeat the assessment, an annulled grade (ANN) or termination from the course. Some penalties may impact on future enrolment.

Academic work under inquiry will not be graded until the process has concluded. If your work is the subject of an inquiry you will be notified by email and Official Communication with an opportunity to respond. Appropriate support will be provided. For more information refer to [Statute No.10 Student Discipline and Academic Misconduct Rules](#).

Information and Communications Technology (ICT) Expectations

Curtin students are expected to have reliable internet access in order to connect to OASIS email and learning systems such as Blackboard and Library Services.

You may also require a computer or mobile device for preparing and submitting your work.

A computer with access to the Internet. The computer should be capable of running the following software:

- Plain text editor
- Bitmap image editor
- Current Internet Browser

For further details of the software required in this unit, please refer to the Week 1 study materials available from the "Study Topics" of the unit's Blackboard website.

Adobe Creative Cloud (CC) Suite

Access to Adobe CC is a requirement in this unit.

For general ICT assistance, in the first instance please contact OASIS Student Support:

oasisapps.curtin.edu.au/help/general/support.cfm

For specific assistance with any of the items listed below, please contact The Learning Centre:

life.curtin.edu.au/learning-support/learning_centre.htm

- Using Blackboard, the I Drive and Back-Up files
 - Introduction to PowerPoint, Word and Excel
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Additional information

About Your On-Line Community

One of the most important aspects of studying in a formal way, through an established School of Design and the Built Environment, is that you are exposed to other people who are like-minded. Your peers are one of the most important sources of information, advice and support that you have available to you.

While the physical proximity afforded by being 'on-campus' cannot be exactly replicated in a 'virtual' environment, the discussions, responses, ideas, challenges, and technical advice that you can give and receive by being an active participant in the Discussion Boards in Blackboard and Curtin e-PinUp can at least approximate this experience.

Such interactions are an important part of your on-line learning experience, but these can only be maintained effectively if all students take an active part. You are encouraged to participate in on-line discussions and to engage with your peers in your learning. While your engagement in discussion is not part of your assessment, the benefits inadvertently enhance your knowledge and understanding of the subject. More importantly, these interactions will help you develop ideas, provide feedback and receive information and support. By actively taking part in online discussions, learning will be enhanced by gaining further knowledge and understanding of design, and will ultimately assist with your successful completion of the unit.

Feedback

What is Feedback? It is information designed to help you determine how much you have learned, whether you are learning the right things and the quality or depth of your learning. Feedback can take a number of forms including:

- marks given for assessment;
- comments on your assessed work;
- marks on a scoring rubric;
- generic feedback provided by the tutor to the group following assessment;
- tutor communication with the group in the discussion room;
- tutor communication directly to you via email; and
- references and examples of good/appropriate models of practice provided by your tutor to assist your research and development (including websites, readings, etc).

Feedback is designed to make you think about your learning and help you find ways to improve your work.

Email

As an enrolled student at Curtin you are automatically given an email address. It is a free web-based e-mail - similar to Yahoo!® and Hotmail. The service is accessible through OASIS and an account is automatically generated for you when you are admitted to the University.

For help on how to use the student email service, follow this link:

- <http://oasis.curtin.edu.au/help/student/email.cfm>.

A guide for email etiquette is available online at:

- <http://oasis.curtin.edu.au/help/student/local/docs/Student Email Etiquette.pdf>

If you do not wish to use this e-mail address, please go into it and set an automatic forward to your preferred e-mail address.

This Curtin e-mail address allows the Unit Coordinator to send messages to all students very easily, so it is important to set up this forwarding to your preferred e-mail address.

Online Discussion

Please use the discussion board to communicate with your Unit Coordinator, tutor and other students in your unit. If you have any general questions relating to the content of the unit, or your assessments, please post them on the discussion board.

The discussions you will have with your colleagues and tutor greatly enhance yours and fellow students understanding of the topic, assessment requirements and any informal assessment feedback.

Assignment Marking

Students should allow a 2 week marking turnaround for assignments.

Telephone Contacts

If you have a query relating to administrative matters such as:-

- requests for deferment of study;
- difficulties with accessing online study materials;
- obtaining assessment results.

Please contact your Unit Coordinator or the:

Digital Learning Office in the **School of Design and the Built Environment**

Telephone: +61 8 9266 9664

Students may telephone 08 9266 9664 at any time and leave a message.

Enrolment

It is your responsibility to ensure that your enrolment is correct - you can check your enrolment through the eStudent option on OASIS, where you can also print an Enrolment Advice.

Student Rights and Responsibilities

It is the responsibility of every student to be aware of all relevant legislation, policies and procedures relating to their rights and responsibilities as a student. These include:

- the Student Charter
- Values and Signature Behaviours
- the University's policy and statements on plagiarism and academic integrity
- copyright principles and responsibilities
- the University's policies on appropriate use of software and computer facilities

Information on all of the above is available through the University's "Student Rights and Responsibilities" website at: students.curtin.edu.au/rights.

Student Equity


There are a number of factors that might disadvantage some students from participating in their studies or assessments to the best of their ability, under standard conditions. These factors may include a disability or medical condition (e.g. mental illness, chronic illness, physical or sensory disability, learning disability), significant caring responsibilities, pregnancy, religious practices, living in a remote location, or another reason. If you believe you may be unfairly disadvantaged on these or other grounds please contact the appropriate service below. It is important to note that the staff of the University may not be able to meet your needs if they are not informed of your individual circumstances, so please get in touch with the appropriate service if you require assistance.

To discuss your needs in relation to:

- Disability or medical conditions, contact AccessAbility Services: <https://students.curtin.edu.au/personal-support/disability/>
- Elite athletes, contact Elite Athlete Coordinator: <https://stadium.curtin.edu.au/sport/academy/elite-athlete-program/>
- All other grounds, contact the Student Wellbeing Advisory Service: <https://students.curtin.edu.au/personal-support/counselling-guidance/wellbeing/>

Recent unit changes

Students are encouraged to provide unit feedback through **eVALUate**, Curtin's online student feedback system. For more information about **eVALUate**, please refer to evaluate.curtin.edu.au/info/.

	To view previous student feedback about this unit, search for the Unit Summary Report at https://evaluate.curtin.edu.au/student/unit_search.cfm . See https://evaluate.curtin.edu.au/info/dates.cfm to find out when you can eVALUate this unit.
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Recent changes to this unit include:

The layout of the unit's Blackboard site has been tweaked to improve usability. The unit materials have been updated to reflect current practice.

Program calendar

Week	Dates	Topics	Assignments Due
O-week	24-Aug-20	Orientation: Familiarise yourself with the unit materials in Blackboard and check technical and software requirements complete the assignments. iLecture: Intro to the unit, web design and the coding languages covered in the unit.	
1	<i>SP Begins</i> 31-Aug-20	The role of design, the designer and the web designer. The web design process.	
2	07-Sep-20	Planning: Choosing a project brief, brief breakdown, and conducting research.	
3	14-Sep-20	Planning: Target audience, goals and objectives, conducting research.	
4	21-Sep-20	Design: Brainstorming, web convention, design principles.	
5	28-Sep-20	Design: Ideation, colour theory, typography,	Assignment 1: Due Monday of Week 5
6	05-Oct-20	Design: Experimentation, common web layouts, web design trends, responsive design intro.	
7	12-Oct-20	Design: Introduction to responsive design, conceptualisation, introduction to branding.	
8	19-Oct-20	Development: Navigation, site organisation, design principles	Assignment 2: Due Monday of Week 8
9	26-Oct-20	Development: Image optimisation, semantic code and testing.	
10	02-Nov20	Development: Implementing feedback, and publishing your site.	
11	09-Nov-20	Launch & Maintenance: Prelaunch web checklist, search engine optimisation (SEO).	
12	16-Nov-20	Launch & Maintenance: Copyright and introduction to site maintenance.	
13	23-Nov-20	Final Assignment - Refinement and Delivery Complete eVALUate, your Unit Evaluation survey	Assignment 3 Due Wednesday of Week 13