DISCIPLINE DESCRIPTION

1. Information about the program

1.1 Higher education institution	BABEȘ-BOLYAI UNIVERSITY
1.2 Faculty	FACULTY OF POLITICAL, ADMINISTRATIVE AND COMMUNICATION SCIENCES
1.3 Department	JOURNALISM DEPARTMENT
1.4 Field of study	COMMUNICATION SCIENCES
1.5 Level of study	MASTER
1.6 Study program / Qualification	MEDIA COMMUNICATION

2. Information about the discipline

2.1 Discipline title	WEB DESIGN					UME3281
2.2 Course lecturer		RADU MEZA				
2.3 Seminar assistant		RADU MEZA				
2.4 Year of study	1	2.5 Semester	1	2.6. Evaluation type	C	2.7 Discipline type	OP

3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the study plan	42	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					28
Supplementary documentation in the library, on electronic platforms and in the field:					32
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					32
Tutorials					14
Examinations					2
Other activities:					

3.7 Total hours of individual study	108
3.8 Total hours per semester	150
3.9 Number of credits	6

4. Prerequisites (where applicable)

4.1 based on the curriculum	●
4.2 based on competences	●

5. Conditions (where applicable)

5.1 for the course	● Room with a video projector/ digital display and Internet connection
5.2 for the seminar/laboratory	● Room with a video projector/digital display and Internet connection

6. Accumulated specific competencies

Professional competencies	• Understanding the World Wide Web and network communication • Understanding system design principles • Understanding interface/interaction design principles • Identifying opportunities, potential uses and anticipating users' needs • Implementing functionalities in Web systems based on identified users' needs and use case scenarios
Transversal competencies	• Communicating in the context of the dynamic Web • Team work • Work-flow management

7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	• The understanding of the Web design principles in the context of the wide-spread use of Content Management Systems
7.2 Specific objectives	• Understanding the Hypertext Markup Language HTML • Understanding Cascading Style Sheets (CSS) • Understanding Content Management Systems (CMS) • Using CMS to implement functionalities based on user needs and use-case scenarios • Customizing CMS templates using HTML and CSS

8. Contents

8.1 Course	Teaching methods	Observations
1. The World Wide Web. Static and dynamic Web pages	Explanation, Demonstration	
2. HTML Basics	Explanation, Demonstration	
3. CSS Basics	Explanation, Demonstration	
4. Content Management Systems	Explanation, Demonstration,	
5. System design principles	Explanation, Demonstration	
6. Functionalities and user needs. Modules and plugins	Explanation, Demonstration	
7. Interface and interaction design. Template customisation	Explanation, Demonstration,	
8. Use-case scenarios	Explanation, Demonstration	
9. Functional system specifications	Explanation, Demonstration	
10. Implementation	Explanation, Demonstration	
11. User management	Explanation,	

	Demonstration	
12. Testing	Demonstration	
13. Maintanance	Demonstration	
14. Colloquium	Presentation of Web projects	

Bibliography:

Anderson, P. 2007. What is web 2.0. *Ideas, technologies and implications for education,* 60

Barker, D., 2016. Web content management: Systems, features, and best practices. " O'Reilly Media, Inc.".

O'Reilly, T. 2007. "What is Web 2.0: Design patterns and business models for the next generation of software." Communications and Strategies no. 65:17.

Thelwall, M. 2009. Social Network Sites: Users and Uses. *în: ZELKOWITZ, M. V. (editor) Advances in Computers: Social Networking and the Web, Vol 76.* Ediţia ed. San Diego: Elsevier Academic Press Inc.

Vaughan-Nichols, S. J. 2010. "Will HTML 5 Restandardize the Web?" Computer no. 43 (4):13-15.

Yee, Raymond. 2008. Pro Web 2.0 Mashups. Remixing Data and Web Services. New York: Apress.

Online resources:

http://www.w3schools.com/

http://drupal.org

http://joomla.org

http://wordpress.org

8.2 Seminar / laboratory	Teaching methods	Observations
1. HTML editing	Application	
2. Advanced HTML	Application	
3. CSS editing	Application	
4. Templating	Application	
5. Content Management Systems: Wordpress	Application	
6. Content Management Systems: Drupal	Application	
7. Content Management Systems: Joomla	Application	

9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field

- Web Design skills are increasingly required on the job market, but due to the skill mix required to teach and learn Web Design, computer science/engineering study programs tend to focus on programming for the Web and communication/arts study programs tend to focus on visual design. By using content management systems for the development of web projects, this course encourages students to explore and understand contemporary Web Design.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	The ability to plan a Web project using sound design principles	**Group project:** A Web site and an accompanying Functional System Specifications Document	50%
10.5 Seminar/laboratory	The implementation of		25%

	specific functionality in CMS using appropriate modules and plugins		
	The customization CMS templates by editing in HTML and CSS		25%

10.6 Minimum performance standard

- The student shows a reasonable understanding design principles and is able to formulate a minimal functional system specifications document
- The student is able to use appropriate modules, plugins and template customizations in order to implement desired functionality and achieve desired aspect

Date   Course lecturer signature   Seminar assistant signature

1.11.2019   Conf. dr. Radu Meza   Conf. dr. Radu Meza

Date of approval in the Department   Head of department's signature

1.11.2019   PhD Elena Abrudan