

Diploma in Web Design & Development

Student Handbook Supplement

2007/08

IMPORTANT INFORMATION

Course Communications – Being on-line is an essential part of the course. Once the course has started you will be invited to join an on-line discussion/resource group. This is essential to the course and will keep you informed. (Changes of dates and other information will be posted there.) The course tutors are not physically based at Birkbeck College, so telephone messages, letters and coursework will be passed to them at the earliest opportunity. Please bear this in mind when trying to contact them via the Film and Media Studies office.

Personal – If your personal details change i.e. change of address or work details please inform Sonia Piton by email. This is important for submitting coursework and returning results. **If your email address changes, please let Sonia Piton know immediately, as failure to do so may result in you missing out on essential information.**

Username/password – once you have paid for the course you will receive (usually at the first session) a username and password from IT Services (ITS) and details of your Web space. If you forget your password or have other technical difficulties relating to Birkbeck then contact IT Services on 020 7631 6320.

Fees – these must be paid as per the fee schedule on the payment form.

CONTACT DETAILS

Course Director
Tim Priestman – messages on:
Tel: 020 7631 6667
Email: tim.priestman@ntlworld.com

Programme Manager
Sarah Edwards
Tel: 020 7631 6663
Email: s.edwards@bbk.ac.uk

Film & Media Studies Executive Officer
Sonia Piton
Tel: 020 7631 6667
Email: s.piton@bbk.ac.uk

DIPLOMA IN WEB DESIGN & DEVELOPMENT

This course is designed to offer students the chance to develop skills in Web Site development. It gives an overview of the whole process and develops technical, design and evaluation skills. The following notes are intended to answer students' questions about course work and assessment of the Web Design & Development course.

You should have a number of documents that will help you complete the course successfully. Please check the list below:

| Document | Check |
|---|-------|
| Supplement to Student Handbook (this document) | |
| FCE Student Handbook | |
| General Regulations | |
| Course Syllabus & Reading List | |
| Username & Passwords & Using PC Facilities at Birkbeck (these will be given out at the first session) | |
| Coursework Assessment Cover Sheets (green & white) | |
| Assignments (available at first session) | |

COURSE DATES

These may be subject to change on occasion due to problems beyond the Faculty's control such as power outage etc. You will be given as much notice as possible where course dates have to be changed. You are advised to keep in touch with the discussion group and check the timetable.

| | | |
|-------------------------|----------------------|-------------------|
| All dates are Saturdays | 16 meetings in total | Time: 9.30 – 4.30 |
|-------------------------|----------------------|-------------------|

Dates and Rooms 2007/08

| Module | Day | Date | Place | Who |
|--------|-----|----------|----------|--------------------------|
| WDD11 | Sat | 13.10.07 | Room 402 | Ian Sealy & Kieren Pitts |
| WDD12 | Sat | 27.10.07 | Room 402 | Ian Sealy & Kieren Pitts |
| WDD13 | Sat | 10.11.07 | Room 402 | Ian Sealy & Kieren Pitts |
| WDD14 | Sat | 24.11.07 | Room 402 | Ian Sealy & Kieren Pitts |
| | | | | |
| WDD21 | Sat | 08.12.07 | Room 402 | Jonathan Fox |
| WDD22 | Sat | 12.01.08 | Room 402 | Jonathan Fox |
| WDD23 | Sat | 26.01.08 | Room 402 | Jonathan Fox |
| WDD24 | Sat | 09.02.08 | Room 402 | Jonathan Fox |
| | | | | |
| WDD31 | Sat | 23.02.08 | Room 402 | Stuart Church |
| WDD32 | Sat | 08.03.08 | Room 402 | Stuart Church |
| WDD33 | Sat | 12.03.08 | Room 402 | Stuart Church |
| WDD34 | Sat | 26.04.08 | Room 402 | Tim Priestman |
| | | | | |
| WDD41 | Sat | 17.05.08 | Room 402 | Ian Sealy & Kieren Pitts |
| WDD42 | Sat | 07.06.08 | Room 402 | Ian Sealy & Kieren Pitts |
| WDD43 | Sat | 21.06.08 | Room 402 | Ian Sealy & Kieren Pitts |
| WDD44 | Sat | 05.07.08 | Room 402 | Ian Sealy & Kieren Pitts |

Key to codes

Diploma in Web Design and Development

| | |
|------|--|
| WDD1 | Web Design and Development |
| WDD2 | Images on the Web |
| WDD3 | User-centred Design and Project Management |
| WDD4 | Web Project |

ASSIGNMENTS

Details of the requirements for the assignments are provided at the first lecture.

Plagiarism

Course work (except where designated as joint or group course work) must be the individual student's own work. All coursework must be submitted with a completed and signed coversheet, stating that the coursework is the student's own, and that the work of others (ie. Quotations) have been duly acknowledged either in the text or in footnotes or a bibliography.

Using the work of others without acknowledging it is known as **plagiarism**. Plagiarism can take many forms: it can involve the direct copying of material, in whole or in part from books, downloading essays or parts of other writing from the internet, or other sources, such as another student's essay and incorporating code or graphic images, structure or design from Web sites that have not been developed by the student. It can involve the paraphrase of another author's ideas without attributing the ideas to the original author. It can involve copying a whole essay or just a sentence and includes paraphrasing someone else's ideas without giving them credit.

Plagiarism is treated very seriously in all universities. At Birkbeck, if plagiarism is detected then a student may be given a mark of zero for the piece of course work. If there is persistent evidence of plagiarism across a student's course work, that student might either have to repeat the course or have his or her study terminated. In addition, the College will examine the student's previous course work for evidence of plagiarism and marks previously awarded can be revoked if other examples of plagiarism are detected.

Be sure that you distinguish carefully any text or electronic material (including code and images, structure or design) that you copy from the original, for example, try writing quotations in a different colour pen in your notes so that you can find them easily. Always keep a detailed record of the book or journal from which you are taking notes, including the author(s), title, publisher, place and year of publication (and volume number and/or date of publication in the case of journals), or reference the Web site. Making proper reference to the work of others indicates that you are aware of prior scholarship and can evaluate it.

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| <p>If you are at all unsure, talk to your lecturers and ask for guidance as to whether what you have written or produced might constitute plagiarism.</p> |
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ASSESSMENT

Calendar of Dates for Submission of Coursework 2006/07

| Module | Deadline | Assessed by |
|---|---------------------|----------------------------------|
| WDD1 – Web Design and Development | December 18th, 2007 | January 22nd, 2008 |
| WDD2 – Images on the Web | March 4th, 2008 | April 8th, 2008 |
| WDD3 – User-centred Design and Project Management | May 20th, 2008 | June 17 th , 2008 |
| WDD4 – Web Project | July 29th, 2008 | September 9 th , 2008 |

Notes:

- Your coursework will be assessed and returned to you soon after the 'Assessed by' date with comments
- **Coursework for modules 1- 4 must be submitted to the Media Studies Office by July 29th, 2007 for final assessment and Moderation.**

General Information

- You can obtain the Diploma if you successfully complete all four modules of the Diploma or if, in the opinion of the Internal Assessors and External Moderators, the aggregate of your marks across the four Modules merits a Pass and the final Module is a pass.
- Professional practice: from inception to completion students are expected to display a professional attitude towards equipment and personnel associated with their projects; failure to do so will result in failure to satisfy the conditions for assessment on the course.
- Students will agree a subject for their individual projects with the lecturer. Details of the requirements for the assignments are provided in the first lecture
- Students are expected to have a good command of English. All coursework should be presented with correct grammar, spelling and punctuation.
- Coursework submitted for assessment should be presented in the appropriate professional format. Guidance for this is in the details for the assignments.

How to submit your work

- Students are responsible for sending individual Modules (1, 2 & 3) including the requisite Cover Sheets to the Film and Media Studies office by the deadlines listed in the syllabus. The Cover Sheet lists the coursework titles and marks, and must be signed by you. Your coursework will be returned to you once it has been marked.
- Students must send a complete portfolio of coursework (Assignments 1-4) to the Film and Media Studies Office by the deadline listed in the Calendar for the final Module 4. This will contain your coursework for each module, a green coversheet for each piece of work, and a coursework folder coversheet listing the coursework and marks. These must be completed and signed by you and the course tutor.
- Please ensure that your work is clearly identified as your own and has all the necessary details to enable the Assessors and Moderators to see quickly and clearly what you are submitting, and speed up the assessment process. Details of Web Sites submitted for assessment should be supplied on paper.
- **Mitigating circumstances for late submission of course work:** if for medical or family reasons you cannot complete your course work on time then it may be possible to submit your completed work at a later date for assessment on the next occasion when the course is assessed. **If you wish to do this, you should discuss this with your lecturer, and then email the Course Director, Tim Priestman, to obtain permission. All correspondence should be copied to: s.piton@bbk.ac.uk**

Deadlines

If you are experiencing difficulty in meeting deadlines, please discuss any problems immediately with the Course Director, Tim Priestman. It may be possible to negotiate a short extension. Please note that if an extension has not been agreed with the Course Director your coursework might not be marked leading to **failure** of the module.

Final Assessment

- Incomplete folders will not be accepted by the Film and Media Studies office and will be returned to students.
- Internal Assessors and External Moderators have the right to change marks awarded to coursework by the class lecturer (see paragraph 6.7 of the General Regulations).

Below is a checklist to help you to submit your portfolio of work successfully at the end of the course:

| Activity | Check |
|---|-------|
| Have you met all the requirements of the Assignment? | |
| Is your work clear and unambiguous to those reading it? | |
| Is it documented to include all necessary information? | |
| Is it easy to access your work? | |
| Is your work clearly structured? | |
| Have you attached the green Coursework Assessment Sheet to each Assignment? | |
| Have you checked the submission dates for your work? | |
| At the End of the Course | |
| Have you submitted all four Assignments with a folder cover sheet to the Film and Media Studies Office? | |

COURSE EVALUATION & FEEDBACK

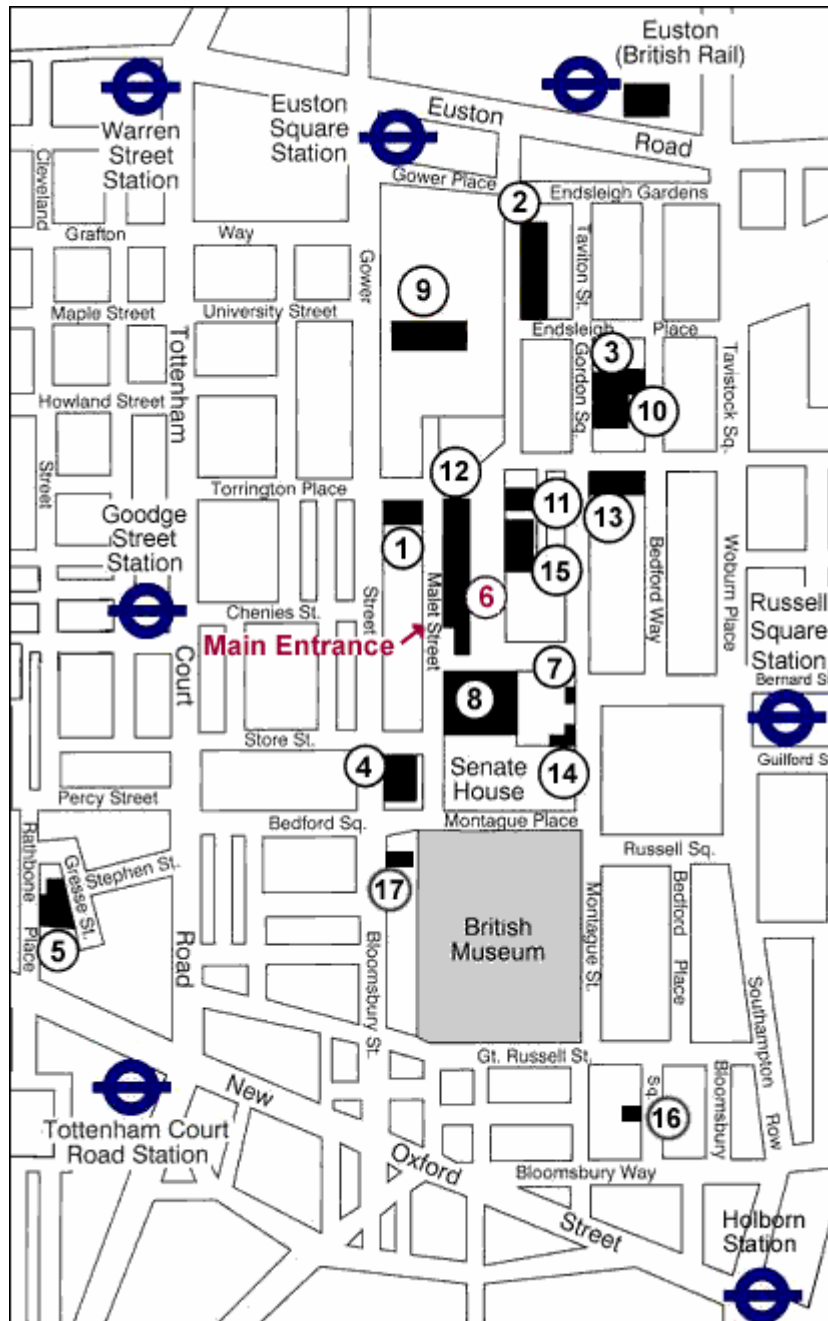
Evaluation of the course takes place after each of the four modules. We will ask you to complete a form that should take less than 5 minutes to complete. Please return this to Sonia Piton as it helps us to assess any areas that may need addressing.

MARKING SCHEME

Details of the marking scheme will be circulated separately.

Birkbeck buildings and immediate surrounding area:

This map shows college buildings in relation to the surrounding area. Identified on the map are the various buildings housing Birkbeck's Faculties, Schools, Administrative Departments and Research Centres, also marked are other places of interest located nearby.



Key to Buildings

1. **Waterstones Bookshop**
2. **Gordon House and Ingold Laboratories Chemistry**
3. **39-47 Gordon Square**
FCE Slide Library, Book Library, Language, Linguistics and Culture, Self-Access Language Centre, History of Art, Film and Visual Media
4. **10-16 Gower Street**
Law, Philosophy, Politics and Sociology
5. **7-15 Gresse Street**
Economics, Geography Gresse Street Library
6. **Main Building**
Administrative Offices, Biology, Crystallography, History, Psychology, Students' Union, Harkness Hall, Library
7. **26 Russell Square**
Faculty of Continuing (FCE)
8. **Senate House (North Block)**
Computer Science, Mathematics & Statistics, Psychology (part)
9. **South Wing, UCL**
Earth Sciences
10. **32 Tavistock Square**
Faculty of Continuing (FCE)
11. **28b, 32 Torrington Square**
Faculty of Continuing Education (FCE) (part), Centre for Speech and Language
12. **University of London Union (ULU)**
13. **59 Gordon Square**
Nursery
14. **30 Russell Square**
English
15. **Clore Management Centre**
Management and Organizational Psychology

Some advice from former students.....

I think the advice I would give new students is that if you are stuck on something in the assignment don't be afraid to ask the tutors or other class mates. I didn't realise at the beginning we could ask about assignments so struggled for ages before asking.

I really recommend them to set enough time to go through the work they do on Saturdays after the course. Open the recommended links by tutors and explore...

My advice to new students would be - to remind them to keep each assignment somewhere safe when it is returned as they have to re-submit them all at the end of the course.

My advice is that students should be aware that this course requires a lot of self-study to reinforce what is learned in the lessons. It is important that students plan their workload for projects, particularly if they have to combine the workload with a 9-5 job.

Define and plan your project well in Assignment 3, leave a bit of slack in your plan for the unforeseen, and meet all the milestones in your project plan for a smooth, panic-free delivery of Assignment 4.

Assignment 3 really is meant to be as if, for real. When I did Assignment 3, I tried to show that I understood that there were various possible approaches and techniques whereas I should have been actually using particular approaches and techniques. I was talking about how you might deliver the goods rather than actually delivering the goods.

Make sure you print out all your course notes and slides, after each lesson. Not leave 'til the end of the year like me!

My advice is that students should be aware that this course requires a lot of self-study to reinforce what is learned in the lessons. It is important that students plan their workload for projects, particularly if they have to combine the workload with a 9-5 job.