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## Welcome to the Web Design and Development Diploma 2008-2009

We are delighted to welcome you to this Birkbeck course for the academic year 2008-09.

The programme has been running for nearly ten years and is regularly updated to keep pace with the rapid changes in the application of media in both business and personal life. As the course has developed, so has the impact of digital media and particularly the Internet. Many new company ideas and start-ups are now driven through the Internet and this is reflected in the projects developed by our students.

On the course you will be required to produce a series of progressive assignments that develop your project ideas, using the tools you will learn on the course and learning directly from the experience and skills of the practitioners who take the sessions. Your project may be personally motivated or may run alongside a work project.

Key to postgraduate level study is the ability to reflect on your progress and to adapt to changing circumstances. Projects themselves change over the year and part of your final assignment is to reflect on your progression and the lessons learned. Your outputs should be realistic and consistent plans and proposals communicated clearly and effectively to your chosen audience. However, you should also be able to justify your approach in the context of other options available to you. If changes have taken place you will be able to analyse these changes in your project, the risks involved and the anticipated impact.

The course is also related to your own personal development and has always been an agent for change. It is a unique opportunity for you to reflect on your progress and to consider how you want to continue in your future career.

Communication and collaboration between students is an important aspect of the Diploma. You will all have different experiences to bring to the course and this is a major source of learning. There are few occasions in a work environment when you can work with individuals from different backgrounds. Make the most of this opportunity and the chance you will have to see things from a different perspective. We ask you to share resources, articles, networking opportunities and links with other students and provide a discussion group to enable this.

Finally, enjoy the course. The team at the Faculty of Lifelong Learning wish you all the best on the course and every success in the future.

Tim Priestman

Course Director

August 2008

## General Information

### **Student Handbook**

This document provides information on facilities to support your learning, gives advice on completing your coursework, as well as guidance on the various procedures that are in place to ensure the smooth running of our courses. The Faculty of Lifelong Learning, Birkbeck College Student Handbook is now available online at <http://www.bbk.ac.uk/ce/forstudents>

### **Subject Team**

#### **Course Director**

Tim Priestman - messages on:  
Tel: 020 7631 6607  
Email: [multimedia@FLL.bbk.ac.uk](mailto:multimedia@FLL.bbk.ac.uk)

#### **Programme Manager**

Sarah Edwards  
Tel: 020 7631 6663  
Email: [s.edwards@bbk.ac.uk](mailto:s.edwards@bbk.ac.uk)

#### **Media Executive Officer**

Sonia Piton  
Tel: 020 7631 6607  
Email: [multimedia@FLL.bbk.ac.uk](mailto:multimedia@FLL.bbk.ac.uk)

### **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 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 Media Studies office.

### **Use of Email and other forms of Communications**

You will be using email regularly during the course to contact tutors, each other, your group and other staff at Birkbeck. We expect the highest standards of behaviour in your communications to staff and students on this course. Any communications that are deemed by Birkbeck to be inflammatory or that might cause offence will be addressed immediately and the person involved may be asked to leave the course.

If you have any concerns about the behaviour of another person on the course please contact the Course Director by email or phone.

## **Change of Contact Details**

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 and 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 agreed fee schedule on the payment form.

## **Withdrawals and Deferrals**

If circumstances force you to consider withdrawing or deferring from the Diploma, do discuss this with Course Director/Executive Officer, who can often make helpful suggestions and give practical advice before you arrive at any decision. Should you decide to withdraw you must inform the Multimedia Programme Manager and Course Director in writing (email is acceptable).

## **Refunds**

The Faculty cannot undertake to make refunds when students are prevented to attend a module due to a change in personal circumstances other than health.

## **Student Support and Facilities**

At Birkbeck we are committed to helping you achieve your goals. We offer a range of support services that will enable you to get the most out of your studies.

Find out more at [http://www.bbk.ac.uk/ce/forstudents/student\\_support](http://www.bbk.ac.uk/ce/forstudents/student_support)

## **Support for Students with Disabilities**

At Birkbeck, there are students with a wide range of disabilities including dyslexia, visual or hearing impairments, mobility difficulties, mental health needs, HIV, ME and respiratory conditions. Many of them have benefited from the advice and support provided by the College's disability service.

Find out more at [http://www.bbk.ac.uk/ce/forstudents/student\\_support/disability](http://www.bbk.ac.uk/ce/forstudents/student_support/disability)

## Course Structure

### Course dates 2008-9

These may be subject to change on occasion due to problems beyond the Faculty's control such as problems relating to equipment. 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
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### Key to codes - Diploma in Web Design and Development

Module	Day	Date	Venue - Malet St, Room	Tutor(s)
WDD11	Sat	18.10.08	Workstation 536	Ian Sealy/Kieren Pitts
WDD12	Sat	01.11.08	Workstation 536	Ian Sealy/Kieren Pitts
WDD13	Sat	15.11.08	Workstation 536	Ian Sealy/Kieren Pitts
WDD14	Sat	06.12.08	Workstation 321	Ian Sealy/Kieren Pitts
<b>Assignment due:</b>		<b>05.01.09</b>		
<b>Return</b>		<b>03.02.09</b>		
WDD21	Sat	13.12.08	Workstation 536	Jonathan Fox
WDD22	Sat	17.01.09	Workstation 536	Jonathan Fox
WDD23	Sat	31.01.09	Workstation 536	Jonathan Fox
WDD24	Sat	14.02.09	Workstation 536	Jonathan Fox
<b>Assignment due:</b>		<b>10.03.09</b>		
<b>Return</b>		<b>07.04.09</b>		
WDD31	Sat	28.02.09	Workstation 536	tbc
WDD32	Sat	14.03.09	Workstation 536	tbc
WDD33	Sat	28.03.09	Workstation 536	tbc
WDD34	Sat	25.04.09	Workstation 536	Tim Priestman
<b>Assignment due:</b>		<b>19.05.09</b>		
<b>Return</b>		<b>16.06.09</b>		
WDD41	Sat	09.05.09	Workstation 536	Ian Sealy/Kieren Pitts
WDD42	Sat	23.05.09	Workstation 536	Ian Sealy/Kieren Pitts
WDD43	Sat	06.06.09	Workstation 536	Ian Sealy/Kieren Pitts
WDD44	Sat	20.06.09	Workstation 536	Ian Sealy/Kieren Pitts
<b>Assignment due:</b>		<b>14.07.09</b>		
<b>Return</b>		<b>18.08.09</b>		

WDD1 Web Design and Development

WDD2 Images on the Web

WDD3 - User Centred Design and Project Management

WDD4 Web Project

## **Syllabus**

The Diploma in Web Design and Development comprises 4 modules of 4 sessions totalling 96 hours. Each module has an accompanying assignment. The assignments build on the knowledge gained throughout the course.

After each session you will be given small assignments, which you must complete for the next session. The work that you do for your session assignments will complement your module assignments.

The key theme of the course is its focus on a user-based approach to designing Web sites and implementation through standards-based, accessible code.

By the time you start WDD4 you will have learnt the skills needed to design and produce a professional Web site that is both usable and accessible and conforms to international standards and guidelines. You will have an understanding of the strengths and weaknesses of the medium. Documenting the process of development of your final assignment will demonstrate your progression over the course.

## **Aims and outcomes**

### **WDD1 – Web Design and Development**

WDD1 aims to develop students' technical abilities in Web development. The module covers understanding Web authoring tools, HTML, principles of Web design, reverse engineering, stylesheets and creating technically efficient Web designs. Students first plan (on paper) and then develop a Web site.

### **WDD2 – Images on the Web**

WDD2 aims to develop student skills in manipulating and controlling images for the Web. The module covers understanding media, graphics tools, screen design, Web vs other media, Web limitations and interface production using graphics tools. Students produce a portfolio of images and a banner animation for assessment.

### **WDD3 – User-centred Design and Project Management**

WDD3 aims to develop skills to evaluate Web sites, analyse and document the needs of stakeholders, and manage and design information for the Web. The module covers information architecture, optimal navigation techniques, evaluation techniques, (user analysis, task analysis, stakeholder analysis), project management and project costing.

### **WDD4 – Web Project**

Students produce a Web site which incorporates the lessons learnt in the previous modules and demonstrates their ability and competence in implementing the techniques, skills and knowledge they have accumulated over the period of the Diploma. The site will be published on the Web.

## **Course preparation**

You will find it useful to do some preliminary reading, although you will by no means be expected to purchase all the titles on the attached reading list. Those of you who are unfamiliar with HTML should look at the following sites before the course begins:

<http://www.w3.org/MarkUp/Guide/>

<http://www.w3schools.com/html>

## **Course schedule**

### **WDD1 – Web Design and Development**

#### **WDD11**

Lecturers: Ian Sealy and Kieren Pitts

- Introduction
- Why good Web design is important
- Introduction to Birkbeck systems
- Simple HTML (paragraphs, headings, lists, hyperlinks, inline images, etc...)
- Course mailing lists
- Course assignments

#### **WDD12**

Lecturers: Ian Sealy and Kieren Pitts

- More HTML
- Tables
- Using tables to control layout
- Reverse engineering existing Web sites
- Navigational tools
- Importance of a consistent user interface
- Non-stylesheet-based formatting

### **WDD13**

- Lecturers: Ian Sealy and Kieren Pitts
- More HTML
- Using cascading stylesheets to separate content from formatting
- Metadata
- Search engines (how to use them efficiently, how they work and what they cover)

### **WDD14**

- Lecturers: Ian Sealy and Kieren Pitts
- More HTML
- Creating accessible Web sites
- HTML Tidy
- Validating HTML & CSS
- Link checking
- Creating sites with WYSIWYG editors
- Introduction to Dreamweaver

### **WDD2 – Images on the Web**

#### **WDD21**

Lecturer: Jonathan Fox

- Introduction to graphics/use of graphics in Web pages
- Web image formats and optimising images with Adobe Photoshop
- and ImageReady
- HTML and images

#### **WDD22**

Lecturer: Jonathan Fox

- Introduction to using Adobe Photoshop
- Using Photoshop to create a prototype screen design
- Principles of graphic design, type and iconography



## **WDD23**

Lecturer: Jonathan Fox

- Images maps
- An introduction to Adobe ImageReady
- Using ImageReady to create rollover images, image tables and image maps

## **WDD24**

Lecturer: Jonathan Fox

- An introduction to GIF animation
- Using ImageReady to create an animated banner
- Other animation formats
- Assignment work

## **WDD3 – User-centred Design and Project Management**

### **WDD31**

- Evaluation of Web sites – what works and what doesn't – methods of evaluation
- Stakeholder analysis
- User analysis and task analysis

### **WDD32**

- Information architecture – organising and structuring information for the Web
- Navigation and schematics
- Student project work

### **WDD33**

- Writing objectives
- Project stages
- Requirements
- Initial design and detailed design – the development cycle

## **WDD34**

Lecturer: Tim Priestman

- Project management and planning
- Costing projects, proposals, dealing with clients
- Large company/small company ways of working
- Working on portfolios/student projects

## **WDD4 – Web Project**

Lecturer: Ian Sealy and Kieren Pitts

In WDD4, the subjects covered are tailored to individual needs. Previous subjects covered include:

- XHTML
- Domain name registration
- Web hosting
- Server log analysis
- Introduction to CGI
- SSIs
- Adding Sound and Video Introduction to JavaScript
- Introduction to Flash
- Introduction to XML
- Introduction to SVG
- Password Protection
- Copyright
- CSS Positioning

## **Course Lecturers**

### **Tim Priestman, Course Director:**

Tim Priestman joined one of the first interactive media companies in the UK as a designer and has worked in new media companies for 15 years in design, sales and marketing, project management and in consultancy. He is currently managing the development of online educational and training programmes for business clients in the UK and overseas.

Clients have included Philips, Marks & Spencer, HM Customs and Excise and PPP Healthcare. He has lectured on this Diploma and on the Diploma in Web Design and Development at Birkbeck College since 1995.

### **Ian Sealy – Head of Technology, The Local Europe AB**

Ian Sealy has been developing Web sites since 1995. From 1997 until 2004 he worked for the [Institute for Learning and Research Technology](#), an international centre of excellence based at the University of Bristol. His work as a Senior Technical Researcher within the [Internet Development group](#) involved developing Web sites for a wide variety of clients, both commercial (for example, Ford) and educational (for example, the National Maritime Museum).

From 2004 until 2007 he worked as a Senior Computer Biologist at the [Wellcome Trust Sanger Institute](#) and he is now Head of Technology at The Local Europe AB, a European news organisation.

### **Kieren Pitts - Senior Technical Researcher, the Institute for Learning and Research Technology.**

Kieren Pitts has been developing Web sites since 1995 and has gained commercial experience working as a Web developer within the scientific marketing and PR sector. Kieren is currently employed as a Senior Technical Researcher by the [Institute for Learning and Research Technology](#), University of Bristol. In recent years Kieren's research interests have centred on the development of interactive and educational online games and simulations.

He also has significant freelance experience in commercial and educational sectors.

## Reading List

### Core Reading List

- Jeffrey Zeldman - [Designing with Web Standards](#) (Peachpit Press, 2<sup>nd</sup> Edition 2006)
- Elizabeth Castro - [HTML for the World Wide Web with XHTML and CSS: Visual Quickstart Guide](#) (Peachpit Press, 6<sup>th</sup> Edition, 2006)
- Eric Meyer - [Eric Meyer on CSS](#) (New Riders, 2002)
- Lynda Weinman - [Designing Web Graphics](#) (New Riders, 4<sup>th</sup> Edition, 2003)
- Jill Butler, Kritina Holden, Will Lidwell - [Universal Principles of Design: 100 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach Through Design](#) (Rockport Publishers, 2007)
- Donald A Norman - [Emotional Design: Why We Love \(or Hate\) Everyday Things](#) (Basic Books, New title edition, 2005)

### Further Reading List

- Tanya Staples - [Adobe Photoshop CS/ImageReady CS for the Web Hands-On Training](#) (Peachpit Press, 2004)
- Adobe Creative Team - [Classroom in a Book: Adobe Photoshop CS](#) (Adobe, 2003)
- Martin Evening - [Adobe PhotoShop CS for Photographers: Professional Image Editor's Guide to the Creative Use of Photoshop for the Mac and PC](#) (Focal Press, 2004)
- Jeffrey Veen - [The Art and Science of Web Design](#) (New Riders 2001)
- Donald A Norman - [The Design of Everyday Things](#) (MIT Press, Reprint Edition 1998)
- Jakob Nielsen - [Designing Web Usability: The Practice of Simplicity](#) (Peachpit Press, 2000)
- Jesse James Garrett - [The Elements of User Experience](#) (New Riders, 2002)
- Louis Rosenfeld, Peter Morville - [Information Architecture for the World Wide Web](#) (O'Reilly, 3<sup>rd</sup> Edition, 2006)
- Christina Wodtke - [Information Architecture: Blueprints for the Web](#) (New Riders, 2002)
- Luke Wroblewski - [Site-Seeing: A Visual Approach to Web Usability](#) (John Wiley and Sons, 2002)
- Jim Thatcher - [Constructing Accessible Web Sites](#) (Apress, 2003)
- Mike Kuniavsky - [Observing the User Experience: A Practitioner's Guide for User Research](#) (Morgan Kaufmann, 2003)
- Karen Donoghue - [Built for Use: Driving Profitability Through the User Experience](#) (Osborne/McGraw-Hill, 2002)
- Kelly Goto, Emily Cotler - [Web Redesign: Workflow That Works](#) (Peachpit Press, 2004)
- J Preece, Yvonne Rogers, Helen Sharp - [Interaction Design: Beyond Human-Computer Interaction](#) (John Wiley and Sons, 2007)
- Charles Wyke-Smith - [Stylin' with CSS: A Designer's Guide](#) (New Riders, 2<sup>nd</sup> Edition, 2007)
- Stuart Langridge - [DHTML Utopia: Modern Web Design Using JavaScript](#) (Sitepoint, 2005)
- J Keith - [DOM Scripting: Web Design with JavaScript and the Document Object Model](#) (Friends of Ed, 2005)

- Scott Berkun - [The Art of Project Management](#) (O'Reilly, 2<sup>nd</sup> Edition, 2005)
- BJ Fogg - [Persuasive Technology: Using Computers to Change What We Think and Do](#) (Morgan Kaufmann, 2003)
- Robert Cialdini - [Influence: Science and Practice](#) (Pearson Education, 2003)

## Assessment

### Assignments

Students will agree a subject for their individual projects with the lecturer. Details of the requirements for the assignments are provided at the first lecture.

### Calendar

Dates for Submission and Assessment of Coursework 2008-9

<b>Module Assignment</b>	<b>Submit by:</b>	<b>Assess by:</b>
WDD1 – Web Design and Development	23.12.08	27.01.09
WDD2 – Images on the Web	10.03.09	07.04.09
WDD3 – User-centred Design and Project Management	19.05.09	16.06.09
WDD4 – Web Project	14.07.09	18.08.09

### Notes:

Your coursework will be assessed and returned to you soon after the 'Assessed by' date with comments

Coursework Portfolio for modules 1-4 must be submitted to the Media Studies Office by 05 August, 2009 for final assessment and moderation

### Referencing

Correct web referencing is still evolving but we suggest that you give details of the source of your information and the date you visited the site:

SHARP web: <http://www.indiana.edu:80/-sharp> (Society for the History of Authorship, Reading and Publishing) 24.1.2002

## 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.

**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.**

## How to submit your Coursework

- You are responsible for sending your coursework to the Media Studies office by the deadlines listed in the calendar. At the end of each module you must submit a coursework folder containing coursework, and a green coursework coversheet, including any relevant URLs, to the Media Studies office. Coursework must be submitted in an A4 plastic sleeve open at the top and side. **Bulky ring binders must not be used.**
- Green coursework coversheets are included in your Class Starter Pack and can also be obtained from Media Studies Office.

- Students must send a complete portfolio of coursework (Assignments 1-4) to the 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. 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**

**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 for assessment on the next occasion when the course is assessed. **If you wish to do this, you must email the Course Director, Tim Priestman, and CC this to Sonia Piton.**

## **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.

## **Final Assessment**

Incomplete folders will not be accepted by the 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 the Faculty of Lifelong information of students at <http://www.bbk.ac.uk/ce/forstudents/assessment/moderation>)



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?	
<b>At the End of the Course</b> Have you submitted all four Assignments with a folder cover sheet to the Media Studies Office?	

### Course Evaluation & Feedback

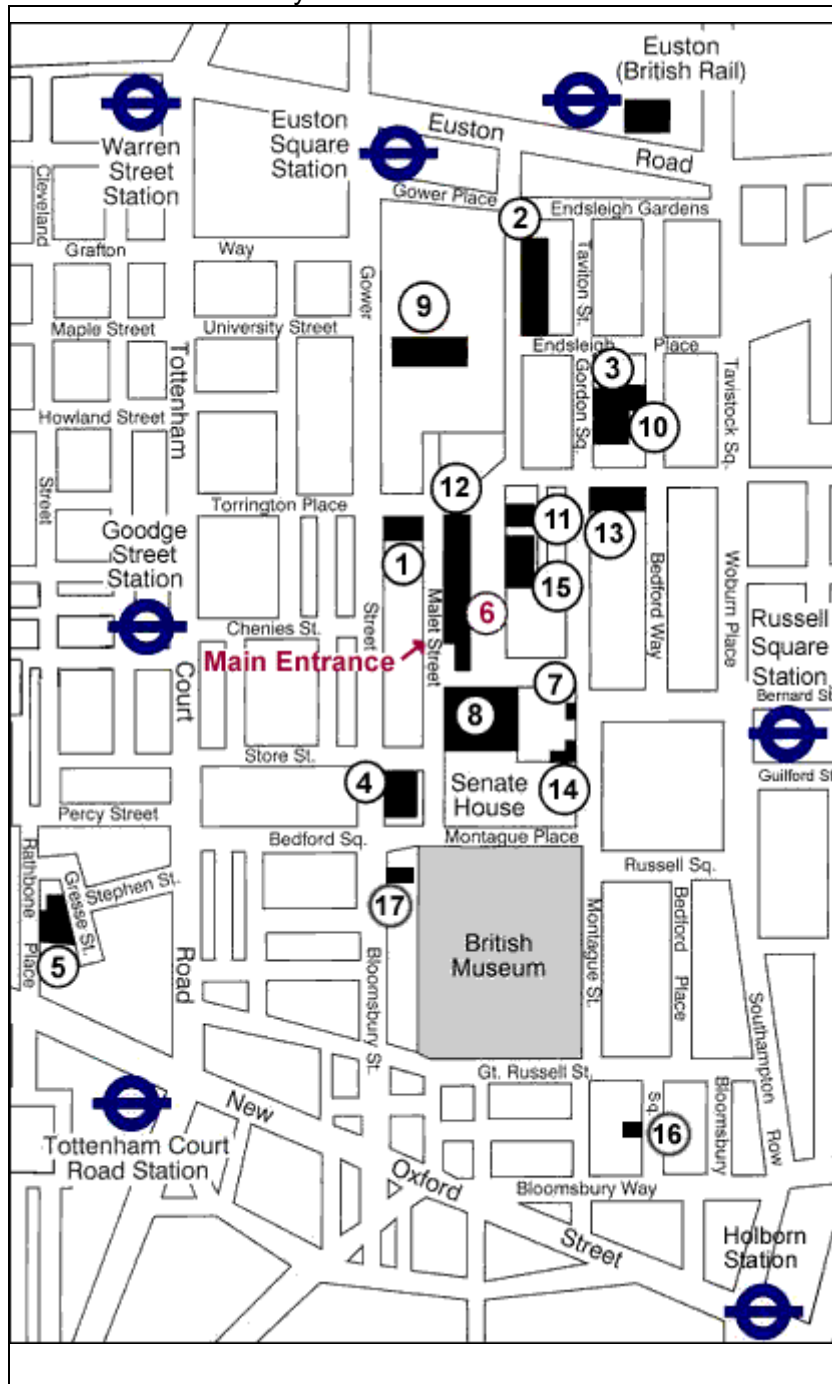
Evaluation of the course takes place after each of the four Modules. We will ask you to complete a form that should take less than 5 minutes to complete. Please return this to Sonia Piton as it helps us to assess any areas that may need addressing.

### Marking Scheme

Details of the marking scheme will be circulated separately.

## Map of Birkbeck Precinct

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