

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data

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Module Title	Web Design Studio				
Module Code	UFCFT6-30-1	Level	1	Version	1.1
Owning Faculty	FET	Field	Computer Science and Creative Technologies		
Contributes towards	BSc Digital Media				
UWE Credit Rating	30	ECTS Credit Rating	15	Module Type	Standard
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements	None	
Valid From	September 2013		Valid to	September 2018	

CAP Approval Date	June 2013
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Part 2: Learning and Teaching

Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Show detailed knowledge and understanding of the deployment of web content using a range of applicable technologies for authoring media for web platforms (B) 2. Apply their understanding of Information design principles, structure, layout, colour and typography to present information in an appropriate context. (B) 3. Demonstrate appropriate use of traditional and digital tools for solving communication design problems. (B) 4. Identify and implement appropriate processes with respect to visual design and communication with reference to the relationship between design for print and web based media. (B) 5. Demonstrate sound design and development practices for the appropriate use of existing web publishing frameworks. Including understanding of testing and debugging of web-based content (A) 6. Asses the significance and likely impact of new and emerging web platforms, especially with reference to the implications of ubiquitous and pervasive media theories. (A)
Syllabus Outline	<p>Information design: Investigating information legibility, clarity, and understanding. Discussion of design decisions regarding structure, layout, colour and typography in the presentation and</p>

	<p>comprehension of information.</p> <p>Visual Communication: An introduction to the ideas and methodology underpinning visual communication. The relationship and difference between designing for print and the web interleaved with introduction to assessment criteria for design work and evaluation criteria. Using traditional and digital tools to tackle visually orientated design problems. Introduction to drawing and rendering as part of the design process. Investigation of the digital workflow with tools such as the Adobe design suite, GIMP and MS office suite.</p> <p>New publishing paradigms: Investigations into the new publishing paradigms available on the world wide web. Considerations of the nature of 'content' and information and appropriate choice of carrier and disseminating technologies. Considering the implications of ubiquitous and pervasive media theories. Introductions to existing content publishing frameworks and channels from print to blogs to ePublications. Using technologies such as iBook, Blogger, Baker Framework for hPub and Appfurnace for mobile development on iOS and Android powered devices.</p>												
Contact Hours/Scheduled Hours	<table border="1"> <thead> <tr> <th>Activity</th><th>hrs</th></tr> </thead> <tbody> <tr> <td>Contact time</td><td>72</td></tr> <tr> <td>Assimilation and development of knowledge</td><td>148</td></tr> <tr> <td>Workshop preparation</td><td>20</td></tr> <tr> <td>Coursework preparation</td><td>60</td></tr> <tr> <td>Total study time</td><td>300</td></tr> </tbody> </table>	Activity	hrs	Contact time	72	Assimilation and development of knowledge	148	Workshop preparation	20	Coursework preparation	60	Total study time	300
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Teaching and Learning Methods	<p>The syllabus will be explored through a combination of lectures and practical activities in a computer design studio. Students will be expected to learn independently and carrying out reading and directed study beyond that available within taught classes.</p> <p>The weekly sessions will contain brief lectures, discussions, groupwork tasks, project-based learning as well as individual tutorials.</p> <p>Students will be expected to establish their personal UWE student website portfolio of interactive web technology projects. This will serve as a framework to explore and consolidate their skills and understanding of contemporary web platform technologies and associated software applications.</p>												
Reading Strategy	<p>There is not a set text which students are expected to buy. Students will be guided toward a range of suitable source materials for the technical basics for the course. Essential reading will be provided electronically or as printed study packs. Most of these reference materials are freely available on the Internet (www.w3schools.org etc.). These are also the most up-to-date. If applicable, further web design books will be recommended for purchasing at the beginning of each year. These books will then also be made available on short loan in the library.</p> <p>Students will be guided to relevant reference material, either printed or online, and there may be supporting material distributed during lectures or included online in Blackboard. These will either be print-outs, examples or links to up-to-date content available on the web.</p> <p>Further reading is not essential for this module, but students will be encouraged to explore at least one of the titles held in the library on this topic. A current list of such titles will be given in the module handbook and revised annually.</p> <p>Formal opportunities for students to develop their library and information skills are provided within the induction period and the GDP. Additional support is available through the Library Services web pages, including interactive tutorials on finding books and journals, evaluating information and referencing. Sign up workshops are also offered by the Library.</p>												

Indicative Reading List	<p>The following list is indicative of the type and level of books used as source material for lectures. Any other books and Web sites used as lecture sources will be referenced within lectures. A fuller, and regularly updated, list of books and Websites useful to students will be made available in Blackboard.</p> <p>Lawson, Bruce & Sharp, Remy □2□□□□□Introducing HTML 5 (Voices That Matter) New Riders; ISBN-10: 0321687299 ISBN-13: 978-0321687296</p> <p>Freeman , Eric & Robson, Elizabeth (2011) Head First HTML5 Programming: Building Web Apps with JavaScript O'Reilly Media ISBN-10: 1449390544 ISBN-13: 978-1449390549</p> <p>Murphy , Christopher; Clark , Richard; Studholme ,Oli (2011) Beginning HTML5 and CSS3: The Web Evolved; ISBN-10: 1430228741; ISBN-13: 978-1430228745</p> <p>Building iPhone Apps with HTML, CSS, and JavaScript: Making App Store Apps Without Objective-C or Cocoa (2010); Pragma ISBN-10: 0596805780; ISBN-13: 978-0596805784</p> <p>Sawyer Mcfarland, David (2009) CSS: The Missing Manual (Missing Manuals) Pogue Press / O'Reilly; 2 edition ISBN-10: 0596802447, ISBN-13: 978-0596802448</p> <p>Sawyer Mcfarland, David (2008) JavaScript: The Missing Manual: The book that should have been in the box (Missing Manuals) Pragma; ISBN-10: 0596515898, ISBN-13: 978-0596515898</p> <p>Segaran , Toby (2009) Programming the Semantic Web Pragma ISBN-10: 0596153813 ISBN-13: 978-0596153816</p> <p>Bowles , Cennydd & Box, James (2010) Undercover User Experience Design (Voices That Matter) New Riders; ISBN-10: 0321719905 ISBN-13: 978-0321719904</p> <p>Garrett, Jesse James (2010) The Elements of User Experience: User-Centered Design for the Web and Beyond (Voices That Matter) New Riders; ISBN-10: 0321683684 ISBN-13: 978-0321683687</p>
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Part 3: Assessment	
Assessment Strategy	<p>Students will be expected to carry out several tutorial activities which will contribute to their portfolio assessment component. Each activity will be awarded a mark for its completion and web deployment where appropriate.</p> <p>The assignment for this module will be designed to consolidate the students' knowledge and practical skills in relation to the learning outcomes and to provide independent learning and problem solving.</p> <p>Assessment criteria will be established against learning outcomes and objectives provided in the assignment specifications.</p>

Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	25%	75%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting	
Formal Presentation of final portfolio project	100%	
Component B Description of each element	Element weighting	
1. Individual coursework assignment.	40%	
2. Portfolio with supporting documentation	60%	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting	
Formal Presentation of resit assignment	100%	
Component B Description of each element	Element weighting	
1. Individual coursework assignment	100%	
If a student is permitted an EXCEPTIONAL RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences.		