Liverpool John Moores University

Title:	WEB DESIGN
Status:	Definitive
Code:	**4504DA** (115366)
Version Start Date:	01-08-2011

Owning School/Faculty:	Liverpool School of Art & Design
Teaching School/Faculty:	Stockport College

Team	emplid	Leader
Jon Moorhouse		Y

Academic Level:	FHEQ4	**Credit Value:**	24.00	**Total Delivered Hours:**	120.00
Total Learning Hours:	240	**Private Study:**	120		

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	6.000
Practical	72.000
Tutorial	6.000
Workshop	36.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS2	Context file inc. report	25.0	
Report	AS1	Practical Projects	75.0	

Aims

1. To understand the historical context for and the developments of Web-design.
2. To understand the profesional context including working pracices withn website development and the 'digital' sector.
3. To develop the skills for generating ideas that respond to user needs.
4. To develop the technical and software skills for storyboarding websites and rendering interactive content for web.

5. To understand and apply the design principles for the development of a positive interactive on-line experience.

Learning Outcomes

After completing the module the student should be able to:

1 Demonstrate an understanding of the historical and professional contexts of websites development and design.
2 Generate and develop ideas for the construction of a website with relation to Information structure (Information Architecture),, feedback mechanisms(buttons/links etc) and navigation and visual style.
3 Design and create the content for a multimedia prototype and combine content within an interactive structure.
4 Apply design principles in relation to website interface and site design to create a design that is: intelligible/intuitive; that effectively organises and communicates information; that is aesthetically effective with an appropriate look and feel.
5 Present development and final work in a digital portfolio effectively.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Context file inc.report   1

Practical Projects   2   3   4   5

Outline Syllabus

This module focuses upon the creative and functional aspects of website design for the production of effective on-line user experience. It primarily explores the structuring and organization of information, and the visual design of content to create an engaging and appropriate look and feel.
The production of web-page designs and content is supported by lectures on the historical development of the web, the design principles applicable to web-design and the roles and responsibilities of professional designers including accessibility and socially inclusive design.
The knowledge and skills for ideas development for website design are learned in a series of workshops that explore: the functional aspects of a website design process (quantity, grouping, prioritising and sequence of information; visual heirachy and emphasis; typographic and graphic legibility; navigation systems; visual feedback); the planning of a website using task analysis, organizing and mapping and road testing on various platforms and user testing; the formal design developing a visual styles, using of type, imagery and symbols and the dynamics of screen design including contrast and colour.
Software skills for producing page design ideas (using photoshop or Illustrator) and rich content (such as animation or moving image that can be embedded within websites) are learned for the production of design solutions.
The module culminates with work on a final website design brief with the emphasis

on the development of a well planned user friendly design solution.

Learning Activities

A series of lectures and research tasks to support the production of a research report exploring the historical, (technological, social, economic and cultural developments) and professional context (the process of web-site development) of current Web-design practice.

Workshop exercises exploring the development of ideas for websites using mapping technoques.

Software skills workshops for visualizing a website using an image (drawing or painting software).

Practical project work for the application of planning and technical skills within a design brief.

Individual and group tutorials for critique and review of ideas.

References

Course Material	Book
Author	Cutis, H.
Publishing Year	2002
Title	MTIV Process Inspiration and Practice for the New Media Designer
Subtitle	
Edition	
Publisher	London: New Riders
ISBN	

Course Material	Book
Author	Krug, S.
Publishing Year	2005
Title	Don't Make Me Think!
Subtitle	A Common Sense Approach to Web Usability
Edition	
Publisher	London: New Riders
ISBN	

Course Material	Book
Author	Nielsen, J. and Loranger, H.
Publishing Year	2006

Title	Prioritising Web Usability
Subtitle	
Edition	
Publisher	New Riders
ISBN	

Course Material	Book
Author	Norman, D. A.
Publishing Year	2004
Title	Emotional Design
Subtitle	Why We Love (Or Hate) Everyday Things (sl)
Edition	
Publisher	Basic Books
ISBN	

Course Material	Book
Author	Oei, L. & De Kegel, C.
Publishing Year	2002
Title	The Elements of Design
Subtitle	
Edition	
Publisher	London: Thames & Hudson
ISBN	

Course Material	Book
Author	Ulrich, K.
Publishing Year	2003
Title	Macromedia Flash MX 2004 for Windows and Macintosh
Subtitle	(Visual QuickStart Guides)
Edition	
Publisher	Berkeley: Peachpit Press
ISBN	

Notes

Web Design is one of the four specialst modules at level 4 sharing a common framework for learning aims and outcomes that naturally promote a design process and are adapted within the context of each specialist industry activity.
Emphasis within this module is upon organizing and sequencing information and the user 'testing' of ideas.
Whilst the module is studied independently of the other 3 level 4 modules, it is recognized that learners will have previously studied Magazine and Editorial Design and have prior knowledge and skills in typography and the use of heirachy used in the layout of text and/or images which can inform and enhance study in the area of Web-Design.
The methods of 'testing' should enhance students skills for making critical judgements and encourage a user and client focused approach also relevant to the

design process in all other areas.