Liverpool John Moores University

Title: WEB-SITE DESIGN
Status: Definitive
Code: **4506TECYPC**   (115856)
Version Start Date: 01-08-2016

Owning School/Faculty: Electronics and Electrical Engineering
Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Paul Otterson	Y

Academic Level:	FHEQ4	**Credit Value:**	12	**Total Delivered Hours:**	36
Total Learning Hours:	120	**Private Study:**	84		

Delivery Options
Course typically offered: Semester 1

Component	Contact Hours
Lecture	12
Practical	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	coursework : group report (specification of web site)	15	
Presentation	AS2	coursework : group presentation (demonstration of web site)	45	
Report	AS3	coursework : Individual report (evaluation of design process, design and technical issues)	40	

Aims

To plan and develop simple web sites using industry standard software applications (e.g. Dream Weaver, Photoshop and Flash)
To understand the importance of launching, ongoing maintenance and continuous

improvement of web sites

Learning Outcomes

After completing the module the student should be able to:

1. Evaluate a range of web sites in terms of appeal and ease of use
2. Prepare a specification for development of a web site for an organisation
3. Construct, test and demonstrate a web site using multi media elements
4. Evaluate web building activity in terms of process and outcome

Learning Outcomes of Assessments

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

group report	2
group presentation	3
Individual report	1 4

Outline Syllabus

Web development process
Web site specification: web site, hardware, software, ISP
Preparation of multi media for the web including use of Adobe Photoshop
Web Site Structure: Page layout, navigation, and information architecture
Web authoring using Dreamweaver: fonts, tables, images, hypertext, roll over images, hotspots, metatags, site management
Site promotion on search engines, maintenance, evaluation and continuous improvement

Learning Activities

Students work in small groups to design and develop web sites for organisations. Student will be supported in their design activity by a number of tutorials guiding them in the design process and web authoring.

Notes

To plan and develop simple web sites using industry standard software applications (e.g. Dream Weaver, Photoshop and Flash)
To understand the process and importance of launching and continuous improvement of web sites