

## Liverpool John Moores University

Title: WEB DESIGN AND MEDIA  
Status: Definitive  
Code: **5504CP** (103546)  
Version Start Date: 01-08-2013

Owning School/Faculty: Arts, Professional and Social Studies  
Teaching School/Faculty: Dublin Business School

Team	Leader
Alistair Beere	Y

**Academic Level:** FHEQ5      **Credit Value:** 24.00      **Total Delivered Hours:** 77.00  
**Total Learning Hours:** 240      **Private Study:** 163

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	5.000
Practical	55.000
Seminar	5.000
Tutorial	10.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Individual Project	60.0	
Exam	AS3	Exam (lab-based)	40.0	2.00

### Aims

*To give learners the ability to explain current standards and protocols for building and rendering web pages.*

*To support learners to develop strong skills and competence in current web and scripting languages.*

*To develop in learners the techniques and skills in designing and editing multimedia*

*content using current web software tools.*

*To show learners how to evaluate the issues surrounding good website design and apply this knowledge to produce a web product.*

*To give learners the knowledge to integrate social media content to a web design.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Develop a standards-compliant, robust web product.
- 2 Demonstrate strong proficiency in current web languages.
- 3 Select appropriate multi-media web authoring tools to design, develop, edit and publish content for web-based products.
- 4 Apply optimal methodology and techniques to design, develop, plan, optimise, and publish a web product for typical commercial or promotional purposes.
- 5 Embed and link social media content with traditional web based products.

## **Learning Outcomes of Assessments**

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

INDIVIDUAL	2	3			
PROJECT					
EXAM	1	2	3	4	5

## **Outline Syllabus**

- 1. Web Standards: current specifications of web technologies; compliance, applying best practice, role of W3C, WCAG, ECMA, IETF, ICANN and other bodies; internet/web protocols*
- 2. Operational environment: browsers, rendering engines, browser versions, connection speed, OS, responsive design: designing for different media, screen size/resolution, multiple devices( PC, tablets, smartphone)*
- 3. Structure: markup languages, structure and syntax: current specifications of markup languages, elements, XHTML, HTML5, XML, XSLT*
- 4. Presentation: Cascading style sheets, type: inline, embedded, external, CSS rules.*
- 5. Behaviour : adding interactively, client-side scripting, JavaScript, DOM, events, objects, properties and methods, JS libraries and frameworks, JQuery*
- 6. Web Authoring tools and editors: create, edit and develop website using current software tools and/IDE*
- 7. Multimedia, file format, create and edit images, sound, video, tools and editors: encoding, producing and publishing options: YouTube, Vimeo, etc.*
- 8. Server-side scripting: Introduction to scripting language such as PHP build a simple guestbook with SQL backend*
- 9. Planning, designing, developing, publishing web applications: site specification, usability, accessibility, information architecture, navigation, page layout, aesthetics (look and feel), typography, multimedia, domain name registration process, copyright, privacy and legal issues*

10. *Social Media: synchronous communications, Chat, Instant messaging, VoIP, asynchronous communication: forums, discussion boards, user-generated content, social media, video, images, business social networks, virtual worlds, digital footprints, blogs, Podcasts, RSS, Wikis, Social Media and E-commerce, integrating web products with current social media sites*

11. *Search Engine Optimisation (SEO): On Page Techniques, best practice coding techniques, off-page techniques, promoting and marketing the site. Web analytics and market research, assessment of analytic tools*

12. *New development in web technologies, issues and impact for web designers*

## Learning Activities

Lectures, tutorials, practicals and seminars

## References

<b>Course Material</b>	Book
<b>Author</b>	Eric Freeman, Elisabeth Robson
<b>Publishing Year</b>	2011
<b>Title</b>	Head First HTML5 Programming Building Web Apps with JavaScript
<b>Subtitle</b>	
<b>Edition</b>	1st
<b>Publisher</b>	O'Reilly
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Ben Frain
<b>Publishing Year</b>	2012
<b>Title</b>	Responsive Web Design with HTML5 and CSS3
<b>Subtitle</b>	
<b>Edition</b>	1st
<b>Publisher</b>	Packt Publishing
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Brian Miller
<b>Publishing Year</b>	2011
<b>Title</b>	Above the Fold
<b>Subtitle</b>	Understanding the Principles of Website Design
<b>Edition</b>	1st
<b>Publisher</b>	Crescent Hill Books
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Kevin Yank
<b>Publishing Year</b>	2012

<b>Title</b>	PHP & MySQL
<b>Subtitle</b>	Novice to Ninja
<b>Edition</b>	5th
<b>Publisher</b>	O'Reilly Media
<b>ISBN</b>	

---

## Notes

In this module learners will develop proficiency in current web languages, explore and utilize a variety of web and multi-media software packages, evaluate other web resources, and apply current guidelines and standards that are critical for building robust, accessible web-based products. Learners will also explore and discuss related web aspects such as Web Analytics, Search Engine Optimisation, Social Media, and other emerging issues in this discipline.