

Liverpool John Moores University

Title: ADVANCED ONLINE DESIGN
Status: Definitive
Code: **5504DA** (115372)
Version Start Date: 01-08-2012

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

Team	Leader
Jon Moorhouse	Y

Academic Level: FHEQ5
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	3.000
Practical	90.000
Seminar	3.000
Tutorial	6.000
Workshop	18.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Context file inc. report	20.0	
Report	AS2	Practical projects	80.0	

Aims

1. To develop critical thinking and decision making skills.
2. To be able to generate and test ideas in relation to a client Website Design brief.
3. To learn advanced skills for digital content creation.
4. To learn basic skills in HTML language or other programming language.
5. To produce an effective interactive website for a client brief with specific

requirements that meets use needs.

6. To present a live website effectively and professionally and justify the design solution.

Learning Outcomes

After completing the module the student should be able to:

- 1 Make informed critical comments and accurate judgements about a range of website designs.
- 2 Generate a range of ideas for a website design project that is appropriate to the client brief and user needs.
- 3 Apply skills for the creation of visual content i.e. images, animation or video and basic programming skills to adapt and improve the visual design of a website.
- 4 Synthesize appropriate design principles and skills in relation to the design brief to create an effective website design solution.
- 5 Professionally present and explain their design ideas both visually and verbally.

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

In the previous level 4 Website module learners have developed: a knowledge of the historical development of the web and web design and exemplary practitioners and practice; of professional practices in businesses; knowledge, understanding and skill in the use of design principles; a knowledge of and skills with mapping and storyboarding techniques, rendering screen design ideas and basic animation software skills. They have then produced final Web page and site design ideas.

This level 5 module focuses upon advanced technical aspects of website development and methods of critical evaluation, for the development of effective on-line user experience. This includes the skills to create rich content such as animation, that can be embedded with a website. The teaching utilizes available and adaptable website templates that enable the learner to develop basic programming skills in a learner friendly way.

In the first part of the module short lectures and seminars introduce case studies of a range of websites and their design to support the writing of the critical report, which requires a critical evaluation of the technical strengths and weaknesses, and also the usability of websites.

Learner will develop their understanding of the various purposes and aspects of websites and the different software or programming skills required in relation to the various types of website and they will be able to critically evaluate the usability of

websites: the structure of a website and how information is grouped and/or linked, and also the 'skin' or 'look and feel' of websites(the visual language), and recognize these two aspects as distinct features (as is demonstrated by the CSS programming language).

Skills workshops initially provide a basis for learners to reinforce previously learned software skills as well as learn about and practice using new tools and techniques including website templates and the basics of programming language. This will also demonstrate the possibilities and limitations for their own website development. Follow on workshops will support learners to develop ideas for a site structure, it's content and also for craft skills in the production of content such as using video or animation tools.

The knowledge, skills and understanding developed in the practical and critical activities are then applied in the development of a website. Learners are required to test and adapt ideas to meet the requirements of a client brief using road and then user tests ideas to evaluate the overall structure and page design for usability and aesthetic appeal.

Website design work is then published and presented live on-line.

Learning Activities

A series of lectures and follow up seminars to support a written critical study of the function and visual design of websites.

Skills workshops to: develop website structure and content ideas for a client brief; use website templates and programming language; develop presentation skills.

Practical project work for the application of knowledge and skills to a complex website design brief that describes a typical scenario with a clearly identified client, purpose their requirements and any specific user needs.

Individual and group tutorials for critique and review of ideas.

Presentations by learners of development and final work.

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	Prioritizing 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 (Visual Quick Start Guides)
Subtitle	
Edition	
Publisher	Berkeley: Peachpit Press
ISBN	

Notes

Advanced Web Design level 5 is one of the four specialist option modules at level 5 sharing a common framework for learning aims and outcomes that naturally promote a design process and that are adapted within the context of each specialist industry activity.

Level 5 specialist modules emphasise critical thinking, developing advanced skills, project work on complex client briefs and professional method of presentation.

A primary emphasis within this module will be upon advanced knowledge and understanding of technical skills to construct fully functioning media rich websites. The skills and principles learned within the module will have relevance and can be seen to overlap with the some skills and principles learned within the other 3 modules. However a clear link can be seen with Advanced Editorial Design, in particular the emphasis the organization and visual styling of information, and this is a suggested combination.