

## **COURSE SPECIFICATION DOCUMENT**

**Academic School/Department:** Communications, Arts and Social Sciences

**Programme:** Art, Design and Media

**FHEQ Level:** 6

**Course Title:** Web Design

**Course Code:** ADM 6435

**Course Leader:** Dennis de Caires

**Student Engagement Hours:** 120

Demonstrations and Practicals 24

Lectures 6

Tutorials and/or Group Critiques 12

Study Visits 3

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45

Independent / Guided learning: 75

**Semester:** Spring

**Credits:** 12 UK CATS credits  
6 ECTS credits  
3 US credits

### **Course Description:**

The course provides students with the core foundations and practical skills required to design a fully functional and interactive website. It offers a snapshot of the brief history and current status of the medium, and practitioners working within it. Web Design focuses on two main areas: preparation and design of a website, followed by the design build ready for online publication. It is ideal for students who want to showcase a portfolio of work on the web.

**Prerequisites:** ADM 5210

### **Aims and Objectives:**

The course offers a brief history, a contemporary awareness and the future potential of the subject. Students are exposed to wide range of designers and digital agencies whose profession is central to web design.

The course allows students to obtain a basic comprehension of the programming language HTML, which is required to build a website. It provides a means to describe the structure of text-based information, images and interactions contained in a document. In addition, students are encouraged to achieve a level of familiarity with CSS, a style

sheet language written in HTML used to describe the presentational look and formatting of a design.

**Programme Outcomes :**

A7, B1, B6, C2, C3, C6, C10, D1, D2, D3, D6

A detailed list of the programme outcomes are found in the Programme Specification. This is located at: <http://myrichmond.richmond.ac.uk/departments/artsandsciences>

**Learning Outcomes:**

- Demonstrate a critical understanding of different types of current web media and web terminologies
- Establish a systematic understanding of key digital design techniques and skills associated with web design
- Produce a creative body of work consisting of digital designs which reflect a synthesis of ideas and information and publish a website

**Indicative Content:**

- Web Design Processes (Practice)
- Web Design History and Trajectory
- Image Optimization Flash Video Encoding
- HTM
- CSS
- Browser Compatability
- Adobe Workshop
- Dreamweaver MX

**Assessment:**

This course conforms to the Richmond University Special Programme Assessment Norms for Art, Design and Media approved by Academic Council on 28 June 2012.

**Teaching Methodology:**

The course is structured around a number of practical design projects, student presentations and critiques. Students are expected to take an active part in the critiques by offering productive criticism and opinion to their fellows. Group and one-to-one tuition will supplement classroom lectures, presentations and demonstrations.

**Bibliography:**

***Indicative Text(s):***

Samara, Timothy. Making and Breaking the Grid. Rockport Publishing. 2003

