

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Communications, Arts and Social Sciences
Programme:	BA Social Media and Digital Communication
FHEQ Level:	6
Course Title:	Web Design
Course Code:	ADM 6435
Course Leader:	Sam Brooker
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:

A6 (i), A6 (ii), A6 (iii), A6 (iv), B6(i), B6(ii), B6(iii), B6(iv), C6 (ii), C6 (iii), C6 (iv), D6 (i), D6 (ii), D6 (iii), D6 (iv)

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
- Evaluate the aesthetic and intellectual systems which have underpinned the development of web technologies
- Identify the impact of UX and usability decisions on users from different social, cultural, and economic contexts.

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.

Teaching Methodology:

