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 is found in the Programme Specification. This is maintained by Registry and located at:
https://www.richmond.ac.uk/programme-and-course-specifications/

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 University Assessment Norms approved at Academic Board.

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:

IndicativeText(s):

Samara, Timothy. <u>Making and Breaking the Grid.</u> Rockport Publishing. 2003

Journals

Web Sites

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

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Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
Minor	Added Social Media for Prog		