

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Communications and The Arts
Programme:	Art History & Visual Culture Communications: Advertising & PR Digital Communication & Social Media Digital Marketing Film & Photography
FHEQ Level:	6
Course Title:	Web Design
Course Code:	ADM 6102
Student Engagement Hours:	160
Lectures: Seminar/Tutorials/Lab	45
Independent / Guided learning:	100
Supervision:	15
Credits:	16 UK CATS credits 8 ECTS credits 4 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:

One of the Following:

ADM 5200 Video Production
DGT 5110 Digital Collaboration
COM 5230 Creating Digital Images
FLM 6103 International Cinema

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:

Art History & Visual Culture: 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)

Communications: Advertising & PR: 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)

Digital Communications & social media: A6(iii), A6(iv), B6(ii), B6(iii), D6(I), D6(ii).

Digital Marketing: B3, B4, C1, C2, D1, D2, D3, D4, D5

Film & Photography: 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 Compatibility
- Adobe Workshop
- Dreamweaver MX

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

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.

Indicative Texts:

Firth, A., 2019. *Practical Web Inclusion And Accessibility: A Comprehensive Guide To Access Needs*. London: Apress.

Robbins, J., 2018. *Learning Web Design*. Sebastopol, Calif.: O'Reilly

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

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

See syllabus for complete reading list

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
	Various updates as part of the UG programme review	AB Jan 2022	
	Revision – annual update	May 2023	