

MODULE TITLE:	Introduction to Web Authoring	
MODULE CODE:	COM149	
DATE OF REVISION:	2009	
MODULE LEVEL:	4	
CREDIT POINTS:	20	
MODULE STATUS:	Core	
SEMESTER:	1	
LOCATION:	Jordanstown	
E-LEARNING:	Web supplemented	
PREREQUISITE(S):	None	
CO-REQUISITE(S):	None	
MODULE CO-ORDINATOR(S):	Nicholl, Dr P	
TEACHING STAFF RESPONSIBLE FOR MODULE DELIVERY:	Nicholl, Dr P	
HOURS:	Lectures	24 hrs
	Tutorials	12 hrs
	Practicals	24 hrs
	Assessment Preparation	40 hrs
	Private Study	100 hrs
TOTAL EFFORT HOURS:	200 hrs	
ACADEMIC SUBJECT:	Computing	

MODULAR SUBJECT:

RATIONALE

This module will introduce students to the fundamental technical considerations and practices underpinning the creation and management of web pages.

AIMS

The aims of this module are to:

1. Overview the origins of the World Wide Web
2. Develop an understanding of the impact of the Web on Society
3. Introduce the concept of web authoring
4. Introduce the fundamental technical issues that underpin the creation of web pages
5. Introduce the concept of separating style and content
6. Introduce the fundamental technical issues that underpin the creation of stylesheets
7. Establish good practice when writing mark-up code.

LEARNING OUTCOMES

A successful student will be able to show that he/she can:

KNOWLEDGE AND UNDERSTANDING

- K1 Demonstrate knowledge and understanding of web authoring
- K2 Use such knowledge and understanding in the implementation web page design
- K3 Employ known solutions to the design and implementation of stylesheets

INTELLECTUAL QUALITIES

- I1 Describe basic technical choices that were made when implementing web authoring solutions
- I2 Apply web authoring solutions that conform to given technical constraints
- I3 Recognise the extent to which a web authoring solution meets the criteria defined for its current use

PROFESSIONAL/PRACTICAL SKILLS

- P1 Justify the selection of a chosen web authoring solution
- P2 Understand multimedia systems with respect to general quality and possible trade-offs within the parameters of the problem
- P3 Work effectively as part of an interactive multimedia design team

TRANSFERABLE SKILLS

- T1 Identify the needs of a variety of audience types using various web applications

CONTENT

Overview of Web Authoring

1. History of the World Wide Web
2. Develop an understanding of the impact of the Web on Society
3. Define and understand the role of technology in the field of web page design
4. Recognise the techniques involved in conceiving and designing web pages
5. Overview of technologies used in parts of the Web
 - Principles of formats for still images and motion and sound
 - Topology for Networks – physical and logical organisation
6. Search Engines
 - Optimisation, Statistics
7. Content Management Systems

Web Authoring Hands-on Design and Production

1. Basic concepts of webpage production
 - W3C validation
 - Use of <HEAD> and <BODY>
 - Elements used in web pages
2. Basic concepts of separating style and content
3. Detailed use of Cascading Style Sheets
 - Inline and External CSS
 - From basic paragraph styles and covering up to basic tables and lists

TEACHING AND LEARNING METHODS

Lectures will be used to present the technical material. These will be supported and complimented by weekly tutorials and practical sessions. Tutorials and practicals will ensure that the students are able to apply the technical knowledge in practical applications. Typically, tutorials will develop theoretical / technical issues initially introduced within the lecture series by any and all appropriate means. The practical sessions will primarily be used to develop web authoring skills and will provide students with an opportunity to apply the technical knowledge in a creative manner.

The module is web supplemented.

ASSESSMENT

Coursework:

Students will be required to create an individual and group web site for the module. The assignments will be issued in week 1 and the various stages should be completed by week 12. It is expected that students should spend approximately 140 hours on the assignments and they will contribute 100% of the overall coursework mark. The assessment criteria may focus upon areas such as:

- Correct usage of specified XHTML tags
- Correct usage of CSS tags
- Functionality without errors
- Ease of navigation
- Aesthetic quality
- Quality of content
- Attention to detail
- Application of Human Computer Interaction principles

The weblog should include:

- Evidence of personal research (e.g. additional functionality not covered by practical sessions)
- Adherence to performance / design specification
- Justification of technical decisions underpinning specific elements of the presentation
- Commentary on any problems encountered with adherence to specified constraints
- Identify the specific needs of the target audience.

Attendance at all classes and weekly entries within the Blog are expected. Each week reflection must be included on the Blog about: "What I have learned this week as part of this module" and "What is the main area I need to learn more about in the week to come for this module". There will be an expectation that the weighted tasks, set on a regular basis, will be completed against a given schedule to form part of the final coursework mark.

This assignment will measure the student's achievement of learning outcomes K1, K2, K3, I1, I2, I3, P1, P2, P3 and T1.

Give the distribution of marks between coursework and examination

100 % Coursework

READING LIST

Required

Chapman, N, & Chapman, J 2006, *Web Design: A Complete Introduction*

Publisher: John Wiley and Sons Ltd (Oct 2006)

ISBN-10: 0470060891

ISBN-13: 978-0470060896

Price £34 (Amazon)

Recommended

Head First HTML with CSS & XHTML Book | Eric Freeman EI

<http://books.google.com/books?id=589iSbn9WYkC&dq>

(free online book) Published by O'Reilly, 2005

ISBN-10: 059610197X

ISBN-13: 9780596101978

Murphy, C & Persson N, HTML and CSS Web Standards Solutions: A Web Standardistas' Approach

Publisher: FRIENDS OF ED; 1 edition (Dec 2008)

ISBN-10: 1430216069

ISBN-13: 978-1430216063

SUMMARY DESCRIPTION

This module will introduce the technical concepts that underpin web authoring. Understanding of these concepts will be reinforced via tutorial sessions. Application of these technical concepts will be facilitated through the use of web authoring tools in practical sessions.

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