

<b>MODULE TITLE:</b>	<b>Web Authoring</b>	
<b>MODULE CODE:</b>	<b>COM155</b>	
<b>DATE OF REVISION:</b>	<b>2009</b>	
<b>MODULE LEVEL:</b>	<b>4</b>	
<b>CREDIT POINTS:</b>	<b>20</b>	
<b>MODULE STATUS:</b>	<b>Core</b>	
<b>SEMESTER:</b>	<b>2</b>	
<b>LOCATION:</b>	<b>Jordanstown</b>	
<b>E-LEARNING:</b>	<b>Web supplemented</b>	
<b>PREREQUISITE(S):</b>	<b>None</b>	
<b>CO-REQUISITE(S):</b>	<b>None</b>	
<b>MODULE CO-ORDINATOR(S):</b>	<b>Nicholl, Dr P</b>	
<b>TEACHING STAFF RESPONSIBLE FOR MODULE DELIVERY:</b>	<b>Nicholl, Dr P</b>	
<b>HOURS:</b>	<b>Lectures</b>	<b>24 hrs</b>
	<b>Tutorials</b>	<b>12 hrs</b>
	<b>Practicals</b>	<b>24 hrs</b>
	<b>Assessment Preparation</b>	<b>40 hrs</b>
	<b>Private Study</b>	<b>100 hrs</b>
<b>TOTAL EFFORT HOURS:</b>	<b>200 hrs</b>	
<b>ACADEMIC SUBJECT:</b>	<b>Computing</b>	
<b>MODULAR SUBJECT:</b>		

**RATIONALE**

This module will extend the students existing knowledge to the technical considerations and practices underpinning the separation of content and style when writing web content.

## **AIMS**

The aims of this module are:

1. To advance the techniques of separating style and content for the likes of Web Forms and Tables.
2. To introduce the fundamental technical issues that underpin the creation of Web 2.0 content.
3. To 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 mark up languages.
- K2 Use such knowledge and understanding in the creation of web pages.
- K3 Employ known solutions to the design and implementation of style sheets.

### **INTELLECTUAL QUALITIES**

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

### **PROFESSIONAL/PRACTICAL SKILLS**

- P1 Justify the creation of a chosen style sheet solution.
- P2 Understand CSS 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 including accessibility issues.

## **CONTENT**

### **Web Authoring**

Extending the role of mark-up languages in the field of multimedia.

Take into consideration Accessibility issues for Web pages.

Incorporate Web Forms and other advanced elements into a site.

## 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 multimedia 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 enhance their own individual web site and also work on a 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 this assignment and it will contribute 100% of the overall coursework mark. The assessment criteria may focus upon areas such as:

- Functionality without errors
- Ease of navigation
- Aesthetic quality
- Quality of content
- Attention to detail
- Accessibility issues
- Application of Human Computer Interaction principles

The Blog 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, *Web Design: A Complete Introduction***

**Publisher:** John Wiley and Sons Ltd (Oct 2006)

**ISBN-10:** 0470060891

**ISBN-13:** 978-0470060896

**Price £34** (Amazon)

### Recommended

**Cederholm, D, *Web Standards Solutions: The Markup and Style Handbook, 2nd Edition (Paperback)***

**Publisher:** FRIENDS OF ED; 2nd Revised edition edition (11 May 2009)

**ISBN-10:** 1430219203

**ISBN-13:** 978-1430219200

**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 enhance the technical skills for the creation and styling of multimedia content.

Application of these technical concepts will be facilitated through the use of mark-up languages and advanced features of cascading style sheets.

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