DGTL11005 *Web Design*
Term 1 - 2020

Profile information current as at 17/05/2024 08:54 pm

General Information

Overview

This unit provides a practical introduction to web design and development, beginning with the basic technical concepts that make the Web possible. You will learn how to create web pages with the Hypertext Markup Language (HTML), and how to redefine the way browsers display web pages with Cascading Style Sheets (CSS). Using software tools such as Adobe Photoshop, you will prepare graphics for web pages and develop an understanding of image file formats and colour models. You will learn how to apply principles of visual design, usability, accessibility and information architecture to web design. With the aid of a front-end web framework, you will learn how to create responsive web pages that automatically adapt their appearance and behaviour to provide an optimal viewing experience across a wide range of devices.

Details

Career Level: *Undergraduate*
Unit Level: *Level 1*
Credit Points: *6*
Student Contribution Band: *10*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites

Students who have completed MMST11002 Web Design may not enrol in this unit.
Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the Assessment Policy and Procedure (Higher Education Coursework).

Offerings For Term 1 - 2020

- Brisbane
- Bundaberg
- Cairns
- Mackay
- Noosa
- Online
- Rockhampton
- Sydney

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

Regional Campuses
Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

Metropolitan Campuses
Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Practical Assessment**
Weighting: 30%
2. **Practical Assessment**
Weighting: 30%
3. **Practical Assessment**
Weighting: 40%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the University's Grades and Results Policy for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the CQUniversity Policy site.
You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the CQUniversity Policy site.

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Student evaluation data

Feedback

The unit evaluations offered various suggestions for improvement, but no particular themes emerged.

Recommendation

Review feedback, curriculum, learning resources and assessment tasks with a view to improving the student experience.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. explain the basic technical concepts that make the Web possible
2. prepare web graphics with an understanding of image file formats and colour models
3. apply principles of visual design, usability and accessibility to web page design
4. create web pages with the Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS)
5. create websites with an appropriate organisation scheme, structure, and navigation system
6. create responsive websites with the aid of a front-end web framework.

Not applicable

Alignment of Learning Outcomes, Assessment and Graduate Attributes

— N/A Level ◦ Introductory Level • Intermediate Level • Graduate Level ◦ Professional Level ◦ Advanced Level

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes					
	1	2	3	4	5	6
1 - Practical Assessment - 30%	•	•	•			
2 - Practical Assessment - 30%	•	•	•	•	•	
3 - Practical Assessment - 40%	•	•	•	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes					
	1	2	3	4	5	6
1 - Communication	•	•	•	•	•	•
2 - Problem Solving	•	•	•	•	•	•

Graduate Attributes	Learning Outcomes					
	1	2	3	4	5	6
3 - Critical Thinking	•	•	•	•	•	•
4 - Information Literacy	•	•	•	•	•	•
5 - Team Work	•					
6 - Information Technology Competence	•	•	•	•	•	•
7 - Cross Cultural Competence	•	•	•	•	•	•
8 - Ethical practice	•	•	•	•	•	•
9 - Social Innovation						
10 - Aboriginal and Torres Strait Islander Cultures						

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Practical Assessment - 30%	•	•	•	•		•	•	•		
2 - Practical Assessment - 30%	•	•	•	•		•	•	•		
3 - Practical Assessment - 40%	•	•	•	•		•	•	•		

Textbooks and Resources

Textbooks

There are no required textbooks.

Additional Textbook Information
A Study Guide will be provided through the unit website.

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Adobe Acrobat Reader (free browser plug-in)
- Adobe Dreamweaver (Adobe Creative Cloud student subscription recommended)
- Adobe Photoshop (Adobe Creative Cloud student subscription recommended)
- Filezilla (free FTP client software)
- Google Chrome
- Microsoft Word
- Mozilla Firefox
- Digital camera (cameras built into mobile phones are suitable)
- Plain text editor such as Notepad (Windows) or TextEdit (MacOS)

Referencing Style

All submissions for this unit must use the referencing style: Harvard (author-date)
For further information, see the Assessment Tasks.

Teaching Contacts

Steven Pace Unit Coordinator
s.pace@cqu.edu.au

Schedule

Week 1 - 09 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
1. Introduction to the Web	Study Guide chapter 1	

Week 2 - 16 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
2. Design basics	Study Guide chapter 2	

Week 3 - 23 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
3. Typography and page layout	Study Guide chapter 3	

Week 4 - 30 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
4. Images and colour	Study Guide chapter 4	

Week 5 - 06 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
5. HTML	Study Guide chapter 5	**Web page mockup** Due: Week 5 Friday (10 Apr 2020) 9:00 pm AEST

Vacation Week - 13 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 20 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
6. CSS	Study Guide chapter 6	

Week 7 - 27 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
7. Formatting with CSS	Study Guide chapter 7	

Week 8 - 04 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
8. Layout with CSS	Study Guide chapter 8	

Week 9 - 11 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
9. Site design	Study Guide chapter 9	**Web page with static page layout** Due: Week 9 Friday (15 May 2020) 9:00 pm AEST

Week 10 - 18 May 2020

Module/Topic	Chapter	Events and Submissions/Topic

10. Bootstrap	Study Guide chapter 10	

Week 11 - 25 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
11. Bootstrap components	Study Guide chapter 11	

Week 12 - 01 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic
12. Further exploration	Study Guide chapter 12	**Website with responsive page layout** Due: Week 12 Friday (5 June 2020) 9:00 pm AEST

Review/Exam Week - 08 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 15 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic

Term Specific Information

REQUIRED RESOURCES
You must have access to the following resources for this unit.
UNIT WEBSITE
The unit website provides essential resources for the unit such as a Study Guide and an online discussion forum. It can be accessed at moodle.cqu.edu.au
STUDY GUIDE
The online Study Guide will direct you to all of the essential readings, discussion questions and exercises for each module of the unit. The Study Guide is available in Adobe Portable Document format (PDF) from the unit website.
DISCUSSION FORUM
An online discussion forum will be provided through the unit website for discussing matters that relate to the unit. The discussion forum is the primary means of support for off-campus students who want assistance with tutorial exercises and assignments.
DIGITAL CAMERA
You will need a digital camera to take photographs for the assignments. Most mobile phones have a built-in camera that can be used for this purpose.
ADOBE PHOTOSHOP
You will need Adobe Photoshop, a popular image-editing software tool. Photoshop is available in the on-campus digital media labs. It can also be purchased at a discounted education price as part of an Adobe Creative Cloud subscription from the Adobe website at www.adobe.com.au.
ADOBE DREAMWEAVER
You will need Adobe Dreamweaver, a popular web authoring softare tool. Dreamweaver is available in the on-campus digital media labs. It can also be purchased at a discounted education price as part of an Adobe Creative Cloud subscription from the Adobe website at www.adobe.com.au. If you are an off-campus student who can't afford to purchase Dreamweaver, it is possible to complete this unit using a plain text editor as an alternative. This unit will teach you how to build web pages using both Dreamweaver and a plain text editor.
PLAIN TEXT EDITOR
You will need a plain text editor such as Notepad or TextEdit. Notepad is distributed with the Microsoft Windows operating system. TextEdit is distributed with the macOS operating system.
WEB BROWSERS
You will need a recent version of Google Chrome (www.google.com/chrome) and Mozilla Firefox (www.mozilla.org/firefox) to explore the Web and test the pages that you create. Off-campus students are encouraged to install the latest versions of these browsers. On-campus students may use whichever versions are installed in their local computer lab.
ADOBE ACROBAT READER
You will need Adobe Acrobat Reader, which is a free program that lets you view, navigate and print PDF documents like the DGTL11005 Study Guide. Adobe Acrobat Reader can be downloaded from the Adobe website at www.adobe.com.
FILEZILLA
You will need an open source FTP client program named Filezilla for uploading files to a web server. Filezilla can be freely downloaded for Windows and macOS from filezilla-project.org

Assessment Tasks

1 Web page mockup

Assessment Type
Practical Assessment

Task Description
This assignment requires you to create a mockup of a single web page that satisfies a supplied design brief. The mockup should be created with Adobe Photoshop, and the page layout should conform to the 960 grid system. The mockup should be saved as both a Photoshop PSD file and a PNG image file. You must also write a report about your design choices. Please refer to the unit website for the assignment details.

Assessment Due Date
Week 5 Friday (10 Apr 2020) 9:00 pm AEST

Return Date to Students

2 weeks after submission

Weighting
30%

Assessment Criteria
Please refer to the unit website for the detailed assessment criteria.

Referencing Style

- Harvard (author-date)

Submission
Online

Submission Instructions
Please refer to the unit website for assignment submission instructions.

Learning Outcomes Assessed

- explain the basic technical concepts that make the Web possible
- prepare web graphics with an understanding of image file formats and colour models
- apply principles of visual design, usability and accessibility to web page design

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

2 Web page with static page layout

Assessment Type
Practical Assessment

Task Description
This assignment requires you to design and build a single web page that satisfies a supplied design brief. The web page must be implemented using HTML5 and CSS code, and it must have a static layout with a fixed width of 960 pixels. No front-end web frameworks such as Bootstrap may be used to build your solution because the web page should demonstrate your own mastery of HTML and CSS. You must also write a report about your design choices. Please refer to the unit website for the assignment details.

Assessment Due Date
Week 9 Friday (15 May 2020) 9:00 pm AEST

Return Date to Students

2 weeks after submission

Weighting
30%

Assessment Criteria
Please refer to the unit website for the detailed assessment criteria.

Referencing Style

- Harvard (author-date)

Submission
Online

Submission Instructions
Please refer to the unit website for assignment submission instructions.

Learning Outcomes Assessed

- explain the basic technical concepts that make the Web possible
- prepare web graphics with an understanding of image file formats and colour models
- apply principles of visual design, usability and accessibility to web page design
- create web pages with the Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS)
- create websites with an appropriate organisation scheme, structure, and navigation system

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

3 Website with responsive page layout

Assessment Type
Practical Assessment

Task Description
This assignment requires you to design and build a website comprised of multiple pages that satisfies a supplied design brief. The website must be implemented using HTML5, CSS and the Bootstrap 4 front-end web framework. Each page in the website must have a responsive layout that automatically adapts its appearance to provide an optimal viewing experience on the device on which it is being viewed. Please refer to the unit website for the assignment details.

Assessment Due Date
Week 12 Friday (5 June 2020) 9:00 pm AEST

Return Date to Students

2 weeks after submission

Weighting
40%

Assessment Criteria
Please refer to the unit website for the detailed assessment criteria.

Referencing Style

- Harvard (author-date)

Submission
Online

Submission Instructions
Please refer to the unit website for assignment submission instructions.

Learning Outcomes Assessed

- explain the basic technical concepts that make the Web possible
- prepare web graphics with an understanding of image file formats and colour models
- apply principles of visual design, usability and accessibility to web page design

- create web pages with the Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS)
- create websites with an appropriate organisation scheme, structure, and navigation system
- create responsive websites with the aid of a front-end web framework.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the **Student Academic Integrity Policy and Procedure**. This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?
A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?
A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?
For academic advice and guidance, the Academic Learning Centre (ALC) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?

Be Honest
If your assessment task is done by someone else, it would be dishonest of you to claim it as your own

Seek Help
If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)

Produce Original Work
Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem