

Short Title:	Website Design 1 APPROVED
Full Title:	Website Design 1
Module Code:	DMED H2013
ECTS credits:	5
NFQ Level:	6
Module Delivered in	3 programme(s)
Module Contributor:	Niamh O'Hora
Module Description:	This module concentrates on the introduction of project life-cycle methodology in relation website design; from the initial project brief through to design, development and evaluation phases. Key topics include project-planning, information architecture design, prototyping, user-centric design principles and advanced CSS styling techniques for web-based content.
Learning Outcomes:	
<i>On successful completion of this module the learner will be able to</i>	
<ol style="list-style-type: none"> 1. Develop an effective website design process and management plan in response to specific design briefs; 2. Explore and communicate web project planning by constructing a structured scope of work or functional specification; 3. Apply user-centred design principles to create and develop visually effective web sites and templates; 4. Develop methods, approaches and strategies for information architecture design; 5. Apply appropriate web technologies in the development of web sites and templates. 	

Module Content & Assessment

Indicative Content
Discovery & Research Establishing Goals & Objectives, Researching the Competition, Learning About Users, Describing Users, Scenarios, Use Cases.
Ideation & Planning Brainstorming, Information Architecture, Sketching, Prototyping, Wireframes, Content Strategy, Shaping The Plan & Project Scope.
Designing For The Web The Creative Brief, Online Brand Experience, Establishing Visual Hierarchy, Working with Grids, Layout, Web Typography, Colour, UI Basics.
Development Phase Accessible HTML5, Styling Layouts, Image Formats & Optimisation, Media Plugins, Integrating Scripting, Developing Navigation Systems, Enhancing Experience with CSS3.
Launch & Evaluation Cross Browser & Platform Testing, Accessibility Testing, Meaningful User Testing, Domains & Hosting, FTP Process, Analytics Trackers.

Indicative Assessment Breakdown	%
Course Work Assessment %	100.00%

Course Work Assessment %				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Project	The continuous assessment for this module would primarily consist of one major project completed in stages across the duration of the semester. This would involve designing and developing a site based on a case study of a real world organisation; the production of documentation that outlines the scope of the project, along with planning activities, information design and prototyping conducted.	1,2,3,4	70.00	n/a
In-class test	Lab based or lecture based tests on course content.	5	30.00	n/a

No Final Exam Assessment %

Indicative Reassessment Requirement
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>
Reassessment Description Project based reassessment.

ITB reserves the right to alter the nature and timings of assessment

Indicative Module Workload & Resources

Indicative Workload: Full Time

Frequency	Indicative Average Weekly Learner Workload
Once per semester	1.00
Once per semester	3.00
Every Week	40.00

Resources

Recommended Book Resources

- Donna Spencer 2012, *A practical Guide to Information Architecture (Ebook)*, UX Mastery
- Mark Boulton 2009, *A Practical Guide to Designing for the Web*, Mark Boulton Design Ltd [ISBN: 0956174019]
- Paul Boag 2013, *Digital Adaptation*, Smashing Magazine [ISBN: 9783944540641]

Supplementary Book Resources

- Robert Mills 2012, *A Practical Guide to Designing the Invisible*, Five Simple Steps LLP [ISBN: 1907828060]
- Jeremy Keith 2010, *HTML5 for Web Designers*, A Book Apart [ISBN: 0984442502]
- Dan Cederholm 2010, *CSS3 for Web Designers*, A Book Apart [ISBN: 9780984442522]
- Andy Clarke, Chris Mills (Editor), Tim van Damme (Editor), Owen Gregory (Editor), Kevin Cornell (Illustrator), Elliot Jay Stocks (Illustrator) 2010, *Hardboiled Web Design*, Five Simple Steps LLP [ISBN: 1907828001]
- Leah Buley 2013, *The User Experience Team of One: A Research and Design Survival Guide*, Rosenfeld Media [ISBN: 1933820187]
- Jon Duckett 2011, *HTML and CSS*, Wiley [ISBN: 1118008189]

This module does not have any article/paper resources

Other Resources

- Website: *The Information Architecture Institute*
<http://iainstitute.org/>
- Website: *Usability.gov*
<http://www.usability.gov/>
- Kindle Book & Podcast: Paul Boag *Client Centric Web Design*
<https://boagworld.com/season/3/>
- Blog: Mark Boulton *The Personal Disquiet of Mark Boulton*
<http://markboulton.co.uk/>
- Website: *Codecademy*, <http://www.codecademy.com/>

Module Delivered in

Programme Code	Programme	Semester	Delivery
BN_DD_MED_8	Bachelor of Arts (Honours) in Creative Digital Media [240 ECTS credits]	3	Mandatory
BN_DD_MED_7	Bachelor of Arts in Creative Digital Media [180 ECTS credits]	3	Mandatory
BN_DD_MED_XWC	Certificate in Creative Web Communication [Level 6 30 ECTS credits]	1	Mandatory