

Short Title:	Website Design 2 APPROVED
Full Title:	Website Design 2
Module Code:	DMED H2018
ECTS credits:	5
NFQ Level:	6
Module Delivered in	3 programme(s)
Module Contributor:	Niamh OHora
Module Description:	This module equips students with an in-depth knowledge of designing for mobile devices, along with a range of creative HTML and CSS styling techniques . Core topics include designing for experience, responsive web design, CSS animation and the integration of third party JavaScript libraries.
Learning Outcomes:	
<i>On successful completion of this module the learner will be able to</i>	
<ol style="list-style-type: none"> 1. Communicate personality and enhance user experience through creative interface design and interactive content; 2. Apply emerging HTML and advanced CSS development techniques; 3. Design optimal user experiences for mobile devices and develop responsive web templates; 4. Understand web compatibility using Graceful Degradation and Progressive Enhancement development techniques; 5. Integrate JavaScript libraries in web content. 	

Module Content & Assessment

Indicative Content
Responsive Web Design Mobile First Design, Flexible Grid Systems, Responsive Images, Media Queries.
Web Typography Online Reading Patterns, Content Design, Legibility, Scalable Type, WebKit fonts.
Emerging Web Development Techniques CSS3 Transitions, Transforms, Keyframe Animation & 3D Animation, HTML5 Form, Video, Audio & Canvas Elements, Graceful Degradation and Progressive Enhancement.
JavaScript Working with JavaScript Libraries, Detection Scripts, Responsive Navigation.
Designing for Experience Hierarchy of Needs, The Power of Aesthetics, Establishing Personality Through Design, Engaging Interaction.

Indicative Assessment Breakdown	%
Course Work Assessment %	100.00%

Course Work Assessment %				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	The continuous assessment for this module would primarily consist of one major project completed in stages across the duration of the semester, culminating in the appropriate application of creative design techniques and innovative use of emerging web technologies.	1,3,4	65.00	n/a
In-class test	In-class theory or technical coding test.	2,3	35.00	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

- Aaron Walter 2011, *Designing for Emotion* [ISBN: 1937557006]
- Jeremy Keith, Jeffrey Zeldman (Foreword) 2010, *HTML5 for Web Designers, A Book Apart Jeffrey Zeldmann* [ISBN: 0984442502]
- Dan Cederholm 2010, *CSS3 for Web Designers, A Book Apart* [ISBN: 9780984442522]
- Ethan Marcotte 2011, *Responsive Web Design*, Eyrolles [ISBN: 2212133316]

Supplementary Book Resources

- Aaron Gustafson, Jeffrey Zeldman (Foreword) 2013, *Adaptive Web Design*, Easy Readers, LLC [ISBN: 098358950X]
- Luke Wroblewski 2011, *Mobile First*, Ingram [ISBN: 1937557022]
- Luke Wroblewski 2011, *Mobile First*, Ingram [ISBN: 1937557022]
- Joshue O Connor 2012, *Pro HTML5 Accessibility*, Apress [ISBN: 1430241942]

This module does not have any article/paper resources

Other Resources

- Website: *Admire the Web*
<http://www.admiretheweb.com/narrative/>
- Website: *A List Apart*
<http://alistapart.com/>
- Website: *The jQuery Foundation*
<https://jquery.org/>
- Website: *Adobe The Expressive Web*
<http://beta.theexpressiveweb.com/>
- Website: *Future of Web Design*
<http://www.futureinsights.com/>
- Website: *Codecademy*
<http://www.codecademy.com/about>

Module Delivered in

Programme Code	Programme	Semester	Delivery
BN_DD_MED_8	Bachelor of Arts (Honours) in Creative Digital Media [240 ECTS credits]	4	Mandatory
BN_DD_MED_7	Bachelor of Arts in Creative Digital Media [180 ECTS credits]	4	Mandatory
BN_DD_MED_XWC	Certificate in Creative Web Communication [Level 6 30 ECTS credits]	1	Mandatory