## MODULE DESCRIPTOR

### Module Title

Web Design

| | | | |
|---|---|---|---|
| Reference | BS2257 | Version | 5 |
| Created | March 2018 | SCQF Level | SCQF 8 |
| Approved | June 2018 | SCQF Points | 15 |
| Amended | June 2018 | ECTS Points | 7.5 |

### Aims of Module

To enable students to appraise the usability of web-based communication enterprises and apply design principles to web-authoring projects.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

| | |
|---|---|
| 1 | Discuss the design process in a web context. |
| 2 | Appraise third party websites for usability and fitness for purpose. |
| 3 | Plan usable websites that take user requirements fully into account. |
| 4 | Use industry standard web tools efficiently to create and develop websites. |

### Indicative Module Content

UX design principles, interactive media design and usability factors, text and typography, programming techniques, animation techniques.

### Module Delivery

The module is delivered by a combination of workshops and lab tutorials. In addition, students will be directed to work independently through a series of online exercises.

| Indicative Student Workload | Full Time | Part Time |
|---|---|---|
| Contact Hours | 24 | 24 |
| Non-Contact Hours | 126 | 126 |
| Placement/Work-Based Learning Experience [Notional] Hours | N/A | N/A |
| TOTAL | 150 | 150 |
| *Actual Placement hours for professional, statutory or regulatory body* | | |

## ASSESSMENT PLAN

*If a major/minor model is used and box is ticked, % weightings below are indicative only.*

### Component 1

| Type: | Coursework | Weighting: | 100% | Outcomes Assessed: | 1, 2, 3, 4 |
|---|---|---|---|---|---|
| Description: | Individual Portfolio Assessment | | | | |

## MODULE PERFORMANCE DESCRIPTOR

### Explanatory Text

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

| Module Grade | Minimum Requirements to achieve Module Grade: |
|---|---|
| **A** | 70% or above |
| **B** | 60% - 69% |
| **C** | 50% - 59% |
| **D** | 40% - 49% |
| **E** | 35% - 39% |
| **F** | 0% - 34% |
| **NS** | Non-submission of work by published deadline or non-attendance for examination |

### Module Requirements

| Prerequisites for Module | None. |
|---|---|
| Corequisites for module | None. |
| Precluded Modules | None. |

## INDICATIVE BIBLIOGRAPHY

1   BUDD, A., 2016. *CSS mastery : advanced web standards solutions* United States : Apress. *e-Book*

2   DUCKETT, J., 2010. *Beginning HTML, XHTML, CSS, and JavaScript.* Hoboken: Wiley.

3   NIELSEN, J., 2000. *Designing web usability.* Indianapolis: New Riders. *ebook*

4   WEST, A W.2016. *Practical web design for absolute beginners* United States :Apress. *e-Book*

5   WOOLDRIDGE, M., 2011. *Teach yourself VISUALLY HTML5.* Hoboken: Wiley.