ROBERT GORDON
UNIVERSITY ABERDEEN

MODULE DESCRIPTOR

Module Title

Web UX

Reference	CM1121	Version	1
Created	November 2023	SCQF Level	SCQF 7
Approved	March 2021	SCQF Points	15
Amended	July 2022	ECTS Points	7.5

Aims of Module

To provide students with an understanding of user-centred design principles, including the importance of accessibility and inclusive design in the context of web-based information systems.

Learning Outcomes for Module

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

1	Describe the key components of information systems, emphasising system analysis, design, and implementation principles.
2	Apply human-computer interaction principles to design interfaces that enhance user experience and interaction within interactive systems, demonstrating a user-centric approach.
3	Implement websites that adeptly convey and integrate information in diverse formats, showcasing versatility in web development.
4	Present a comprehensive understanding of accessibility principles and articulate factors enhancing accessibility within a website, emphasising its importance in web design.

Indicative Module Content

Interface design principles, information systems and information architecture. Website design and implementation, Human factors, Usability and UX. User classes and characteristics. Accessibility and inclusive design. Task based design methods.

Module Delivery

The module will be delivered through a combination of lectures and lab sessions. Learning outcomes will be assessed through individual progress made in a design concept-based project, allowing students to work on the important aspects of web design initially, with concept development through to realisation. Instruction will take place during scheduled lab sessions and will require practical use of the tools and facilities identified for the topics studied, thus allowing students to apply the theory learnt during lectures into implementing and evaluating their end-product.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	40	N/A
Non-Contact Hours	110	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
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:	This is an individual, practical coursework assessment consisting of the design, development and user testing of an original website.

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1
B	The student needs to achieve a B in C1
C	The student needs to achieve a C in C1
D	The student needs to achieve a D in C1
E	The student needs to achieve an E in C1
F	The student needs to achieve an F in C1
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None, in addition to course entry requirements.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

1 Coulson, L., Jephson, B., Larsen, R., Park, M. and Zburlea, M., 2019. The HTML And CSS Workshop. Packt.

2 Ranjan, A., Sinha, A. and Battewad, R., 2020. JavaScript for Modern Web Development: Building a Web Application Using HTML, CSS, and JavaScript. BPB.

3 Marli Ritter and Winterbottom, C. (2017). UX for the web : build websites for user experience and usability. Birmingham, Uk: Packt Publishing.

4 W3 Schools, 2020. https://www.w3schools.com/. [Online] W3

5 Leavitt, N. (2017). Usable Usability: Simple Steps for Making Stuff Better. Wiley.

6 Gilbert, R.M. (2019). Inclusive design for a digital world : designing with accessibility in mind. Berkeley, CA: Apress L.P.

7 Lenn, R., & Lenn, J. (2022). The Web Designer's Idea Book Volume 4: Inspiration from Today's Best Web Design Trends, Themes and Styles. HOW Books.