

Full Title:	Introduction to Web Authoring 02
Module Code:	MEDA C8Z08
Credits:	5
Valid From:	Semester 1 - 2014/15 (September 2014)
Module Delivered in	2 programme(s)
Module Description:	This module serves as a foundation to web design. It covers basic HTML and CSS, alongside the optimisation of graphics for online use. During this module students also gain practical experience in hosting their content online.
Learning Outcomes:	
<i>On successful completion of this module the learner should be able to</i>	
<ol style="list-style-type: none"> 1. Create a set of basic, hyperlinked webpages using HTML 2. Optimise digital images for use online 3. Create a CSS style sheet and apply this to their own original HTML page 4. Upload, access, and edit web content that they have placed online 5. Apply a basic CSS stylesheet to a preexisting content management system. 6. Understand the anatomy of a webpage, the difference between different online image formats, and the FTP transfer process 	

Module Content & Assessment

Indicative Content
HTML creation with a text based editor n/a
Optimisation of images to formats suitable for web hosting n/a
Use of FTP to upload web content to the student's own webspace n/a
Previsualisation of web layout through hand drawn sketching n/a
CSS design basics n/a
Application of CSS style sheets to basic HTML layouts, and to pre-existing Content Management System templates n/a

Assessment Breakdown	%
Course Work	100.00%

Full Time

Course Work							
Assessment Type	Assessment Description	Outcome addressed	% of total	Marks Out Of	Pass Marks	Assessment Date	Duration
Continuous Assessment	Create a series of interlinked HTML pages, containing original textual content and self created images that have been optimised for the web.	1,2	45.00	0	0	n/a	0
Continuous Assessment	Apply an original custom style sheet to a basic html layout, enhancing it's aesthetic appeal. This finishd website must also be uploaded to an FTP account.	3,4	20.00	0	0	n/a	0
Continuous Assessment	Create a custom CSS layout and apply this to a preexisting content management system template.	5	15.00	0	0	n/a	0
Class Test	A class test assessing the students knowledge of basic HTML, web image formats, and online web hosting technologies and protocols.	6	20.00	0	0	n/a	0

No Project

No Practical

No End of Module Formal Examination

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

Module Workload & Resources

Workload: Full Time

Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Practical	No Description	3.00	Every Week	3.00
Independent Study	No Description	5.00	Every Week	5.00
Total Weekly Learner Workload				8.00
Total Weekly Contact Hours				3.00

This course has no Part Time workload.

Resources

Recommended Book Resources

Jeremy Keith 2010, *HTML5 for Web Designers, A Book Apart*

This module does not have any article/paper resources

Other Resources

Website: Creative Bloq
<http://www.creativebloq.com/tag/Web-design>

Module Delivered in

Programme Code	Programme	Semester	Delivery
DK_IMCCM_8	Bachelor of Arts (Hons) in Communications in Creative Media	2	Mandatory
DK_IMMAT_7	Bachelor of Arts in Media Arts and Technologies	2	Mandatory