



GRIFFITH COLLEGE DUBLIN

COURSE OUTLINE

<b>Faculty</b>	<b>Journalism and Media Communications</b>					
<b>Course Title ( ✓ )</b>	<b>CPM</b>	<b>BAPM</b>	<b>BAJ</b>	<b>BAJVM ✓</b>	<b>PGDJ</b>	<b>MAJ</b>
<b>Course Level ( ✓ )</b>	<b>Level 6</b>	<b>Level 7</b>		<b>Level 8 ✓</b>	<b>Level 9</b>	
<b>Module Title</b>	Web Design					
<b>Module Code</b>	BAJH-WD					
<b>Module Lecturer(s)</b>						
<b>Room</b>			<b>Time</b>			
<b>Module aim</b>	To give students the skills necessary to produce web sites and understand the key issues of online communication.					
<b>Module description</b>	The student will learn through the practical application of various computer applications and studying existing media. The student will be required to produce a high quality website.					

<b>Module Assessment Strategy</b>	<b>Weighting</b>	<b>Due</b>
Exam	__0__%	
Assessment 1 (Assignment)	__30%	
Assessment 2 (Assignment)	__70%	
Shared assessment with		

<b>Topics</b>	<b>Syllabus</b>
<b>1.</b>	How the Internet works. How a website is organised.

2.	Basics of web site technology: Using HTML and CSS to build a functioning online web site. Using Dreamweaver to aid production.
3.	Web design theory. Principles of design; contrast, repetition, alignment. Typography on the web.
4.	Usability in web design. Planning your web page – research, navigation and layout.
5.	Files and digital images on the web. Photoshop basics – making a banner and optimizing files. Using images effectively.
6.	Branding - giving your website personality.
7.	Colour on the web – web safe colours and colour matching.
8.	Maintaining a website - using FTP and managing content. Getting your webpage on line.

<b><i>Module Learning Outcomes</i></b>
On successful completion of this module students will:
1. understand the project workflow of a web designer
2. understand the issues surrounding the creation of digital artwork and websites
3. be confident in the use of both Photoshop and Adobe Dreamweaver
4. be confident in the use of the Apple Mac platform using OSX
5. understand the issues surrounding online communication
6. understand the issues relating to accessibility of content

### ***Module Reading List***

Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability - Steve Krug, New Riders; 3 edition (December 23, 2013)

HTML and CSS: Design and Build Websites - Jon Duckett, John Wiley & Sons; 1st edition (November 8, 2011)

The Non-Designer's Web Book, 3rd Edition - Robin Williams & John Tollett, Peachpit Press; 3rd edition (September 26, 2005)

The Principles of Beautiful Web Design - Jason Beaird & James George, SitePoint; 3 edition (June 27, 2014)

## **Web Design (BAJH-WD)**

Lecturer: *Terence Erraught*

*Griffith College Dublin*

### **Website (70%)**

Submission Date Tuesday.

#### **Upload:**

**A cover sheet (signed) as page one of a PDF file,**

**Your root folder, containing all the files for your site to moodle, and that contains a link to your working online website.**

**A copyright declaration that declares that all of the content within your website is copyright free, or you have permission where required.**

#### **Produce an online website.**

You are required to produce a multi-page website that is live on the world wide web. The web site should promote, explain or raise awareness of a single theme, product or service. It cannot be a blog type site.

#### **You must have at least four sections to your website.**

Normally each page is defined as one section, however something like a web gallery is a single section even if it has more than one page. The home page is regarded as a single section.

#### **You must produce a banner for your web site.**

This should contain the main branding for your web site, including the name of the web site.

The web site can be about whatever topic you wish, but it cannot be a blog.

Any images you use must be optimised for the web. Images used must be properly licensed and accredited.

## **Web Design (BAJH-WD)**

Lecturer: *Terence Erraught*  
*Griffith College Dublin*

### **Design Document (30%)**

Submission Date

The overall goal of the module is to produce a website that promotes, explains or raises awareness of a single theme, issue, product or service. It cannot be a blog style website. The first part of this is to produce a document that illustrates the planning and research aspect of the design process for the final web site.

The document must contain the following sections.

#### **Goals of the web site.**

A detailed description of what you wish to achieve with the web site, including what topics and themes the website will cover, the audience you are trying to reach, how the web site will be different to competitors/similar sites, details of the content and the tone of the communication.

#### **Research.**

Examine at least three relevant web sites and write a short analysis of each, particularly in relation to ideas you might use in your website. Include screen shots of each of the web sites analysed. Focus on usability and design and give reasons as to why you like or dislike the web sites.

#### **Sitemap.**

A sitemap which shows the number of pages and/or sections and the relationship between them.

#### **Design Layout (wireframes).**

A rough design of the layout of the home page, including the navigation areas, content areas and the main banner.

#### **Design Details.**

Details on design of the web site, including the name of the website and notes on which fonts, colours, shapes, etc will be used. Include details of the logo and banner of the website.

**1200 Words** approximately.