London South Bank University

Module Guide

Web Design and Development

BIF-5-WDD

Faculty of Business

2014/15

Level 5

Table of Contents

1. MODULE DETAILS

Module Title:	Web Design and Development
Module Level:	5
Module Reference Number:	BIF-5-WDD
Credit Value:	20
Student Study Hours:	200
Contact Hours:	75
Private Study Hours:	125
Pre-requisite Learning (If applicable):	
Co-requisite Modules (If applicable):	None
Course(s):	BSc Informatics
Year and Semester	2014/15, Semester 2
Module Coordinator:	Mike Child
MC Contact Details (Tel, Email, Room):	020-7815-7483, childm@lsbu.ac.uk, N105
Teaching Team & Contact Details:	
Subject Area:	Informatics
Summary of Assessment Method:	100% coursework

2. SHORT DESCRIPTION

This module provides an introduction to Web design and development. The Web has now established itself as a global ubiquitous medium with billions of users and pages now online. To compete successfully, Web developers must be aware of sound Website design principles. Moreover, the Web today has become an interactive medium made possible only by the use of a plethora of software development tools and technologies. This module will provide you with a hands-on introduction to some of these technologies.

3. AIMS OF THE MODULE

The aim of this module is to develop the your technical abilities in Web development, underpinned by sound understanding of Website design principles such as usability, accessibility and adherence to Web standards. Furthermore, you will need to be aware of the range of Web software tools, and technologies and the appropriateness of their use in creating technically efficient websites.

4. LEARNING OUTCOMES

4.1 Knowledge and Understanding

After completing this module you should be able to understand the principles of generic website design including:

- usability, accessibility & adherence to web standards
- template-based development
- CSS (Cascading Style Sheets)
- principles of dynamic web pages involving client-side and/or server-side processing

4.2 Intellectual Skills

After completing this module you should be able to critique existing websites, particularly with regard to usability, accessibility and compliance with W3 standards.

4.3 Practical Skills

After completing this module you should be able to design, develop and build a website of substantial complexity using modern techniques and technologies.

4.4   Transferable Skills

After completing this module you should be able to manage your time and work for substantial projects and produce documentation of the project's progress and achievements.

5.   ASSESSMENT OF THE MODULE

The module is assessed entirely through coursework. The coursework consists of designing and building a sophisticated website and documenting the entire process in a formal report. Much of the class time will be devoted to working on this coursework project with tutor support.

6.   FEEDBACK

Feedback on students' work will be given on a continual basis as part of the lab activities.

7.   INTRODUCTION TO STUDYING THE MODULE

7.1   Overview of the Main Content

Here is the planned week-by-week schedule, which is subject to revision as necessary as we proceed.

Week	Beginning	
1	27 Jan 2014	Introduction to the Module HTML refresher, basics and historical evolution
2	03 Feb 2014	HTML5
3	10 Feb 2014	CSS and multiple styles
4	17 Feb 2014	CSS3 Transitions
5	24 Feb 2014	CSS3 Responsive Development
6	03 Mar 2014	DOM
7	10 Mar 2014	Javascript and the DOM (modifying DOM content and styles, event handling, timers, cookies).
8	17 Mar 2014	AJAX and the DOM
9	24 Mar 2014	JQuery (JSON and XML)
10	31 Mar 2014	Accessibility
11	28 Apr 2014	Sophisticated web applications; GWT; Dart
12	05 May 2014	Embedded Objects
13	12 May 2014	Student Website Showcase - I will show your websites in the lecture theatre and invite discussion of them.

The double line boundary represents the three week break around Easter.

7.2   Overview of Types of Classes

Timetabled classes for this module consist of a single 2-hour lecture and a single 3-hour lab session each week.

7.3   Importance of Student Self-Managed Learning Time

Many students find technical subjects intrinsically hard to grasp, and so it is vital to spend sufficient time reading the lecture notes and other resources in addition to attending all of the lectures and lab sessions. In general, students are expected to devote more private study time to modules each week than is spent in timetabled classes. In addition, it is the nature of this module that students will be developing and documenting the development of a substantial website. While the majority of contact time in the module is devoted to this task, students will also need to spend significant time outside of taught classes on this coursework.

7.4   Employability

Organisations of all types now require a web presence. Information Technology projects of all types include aspects related to web technologies. The knowledge, understanding and abilities addressed by this module are useful in a very wide range of employee roles. Potential employers are likely to be impressed by students who can say that they have had hands-on experience of developing Web sites underpinned by a sound understanding of Website design principles.

8.   THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

This module requires active learning. There will be a weekly lecture (2 hours) to introduce new concepts and to support the weekly labs (3 hours), but most of the active learning will take place in the lab sessions and in private study time.

9. STUDENT EVALUATION

Student evaluation for 2012/13 delivery (due to a technical fault data for 13/14 is unavailable):

Q.	Evaluation of the extent to which students agreed with the following:	Agree/ Agree Strongly	Disagree/ Disagree Strongly	No response
		SA³25% of MEQs returned	SD³25% of MEQs returned	NR³10% of MEQs returned
	General:	**100%**	**0%**	**0%**
1	Overall, my experience of this module was good:	100%	0%	0%
	Module Materials:	**85%**	**13%**	**3%**
2	The module guide supplied me with all core information needed:	100%	0%	0%
3	The Virtual Learning Environment was useful:	77%	23%	0%
4	Other materials were useful:	77%	15%	8%
	Quality of Teaching:	**90%**	**8%**	**3%**
5	Lectures were of a good quality:	92%	8%	0%
6	Small Group Sessions (seminars/ tutorials etc) were of a good quality:	92%	8%	0%
7	Other sessions (if used) were of a good quality (workshops, laboratory work, etc):	85%	8%	8%
	Academic Support:	**92%**	**8%**	**0%**
8	Module staff were accessible outside formal scheduled teaching times:	92%	8%	0%
	Assessment:	**87%**	**2%**	**12%**
9	The assessment load for the module was appropriate for the content:	100%	0%	0%
10	Assessment was varied and useful:	100%	0%	0%
11	I received feedback by the specified return date:	69%	8%	23%
12	The feedback was useful:	77%	0%	23%
	Infrastructure and Environment:	**82%**	**13%**	**5%**
13	Teaching rooms were clean and comfortable:	85%	15%	0%
14	IT resources for teaching and learning were useful:	85%	8%	8%
15	Other learning resources (books, journals) were useful:	77%	15%	8%
	Business Faculty-specific questions:	**92%**	**0%**	**8%**
19	My module tutor was enthusiastic about the subject and my learning:	92%	0%	8%
20	I had a good understanding of what was required for each coursework assignment:	92%	0%	8%
21	I have felt fully engaged with this module from the start:	92%	0%	8%
22	This module has enhanced my prospects of gaining employment when I complete the course:	92%	0%	8%

10. LEARNING RESOURCES

10.1 Core Materials

Responsive Web Design with HTML5 and CSS3
Written By: Ben Frain
MIL EAN/ISBN: 9781280157097

Available via the library as an online e-book. Covers most of the material required for this module.

www.w3c.org W3C is the standards organisation that produce the official specifications for HTML, CSS and Javascript. This is the ultimate authority for all questions about the correct use of these technologies and especially the new features of HTML5.

w3schools.com Excellent resources for both learning and reference of all technologies used in this module.

10.2 Optional Materials

There are countless tutorial and help sites available online. Where specific sites are of particular use they will be flagged up on Blackboard in the course of the module.

NOTES