

STAGE 2

Module	Web Design
Course code	BAJH-WD
Credits	5
Allocation of marks	100% Continuous Assessment

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Understand the project workflow of a web designer and the issues surrounding the creation of websites.
2. Understand the issues surrounding the creation of digital artwork and websites
3. Develop and implement a coherent visual strategy for online communication
4. Confidently use industry standard media tools employed in building and maintaining web sites

Module Objectives

An important media skill for Visual Stream learners is the ability to not only appreciate the quality of a web site but to be able to apply the practical production skills required to create and maintain a web site. This module is designed to deliver these skills. Learners learn to analyse existing media in order to improve their visual communication skills. The module also examines the role of technology as part of the communication process, and how learners can successfully implement interactive elements.

This module aims to:

- Develop confidence in the use terminology and an appreciation for the technical aspects of web site design.
- Give learners the practical skills to produce and maintain a small professional web site within set production deadlines.
- Develop a familiarity with conception, production and maintenance of contemporary web sites.
- Develop analysis and evaluation of existing web-based media.

Module Curriculum

- Web architectures and hardware
- Graphic design theory for the web
- Planning a web-based project
- Interactivity and hypertextuality
- Navigation and structure
- Usability and accessibility
- Preparing images for the web
- Typography on the web
- HTML and CSS
- Compression and file sizes
- Maintaining a web site
- Photoshop as a design tool

- Maintaining a website, cross-platform issues.
- FTP and site management