Course Outline (Higher Education)

School:	Federation Business School
Course Title:	WEB COMMUNICATIONS
Course ID:	BUICT2504
Credit Points:	15.00
Prerequisite(s):	Nil
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	080399

Description of the Course:

This course develops the skills and knowledge required to analyse and design websites to meet technical requirements. There is a focus on working collaboratively in virtual Information and Communications (ICT) team environments to achieve organisational objectives. Students will also concentrate on the skills and knowledge required to contribute to developing performance and capability within teams in completing collective tasks.

Grade Scheme:	Graded (HD, D, C, P, MF, F, XF)
Placement Component:	No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

Program Level:

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Introductory						
Intermediate			✔			
Advanced						

Learning Outcomes:

Knowledge:

K1. Explain the principles of analysis and design

K2. Describe web programming concepts

K3. Outline website design structures, including hierarchy and navigation design

K4. Identify website architectural requirements

K5. Articulate legislation, codes, regulations and standards, and work health and safety requirements for collaborative work arrangements

K6. Explain organisational cyber security protocols

K7. Explain the functions and features of team communication strategies

K8. Explain contemporary video software and outline editing processes and conventions

Skills:

S1. Utilise hypertext transfer protocol (HTTP)

S2. Analyse complex documentation from a variety of sources and consolidate information applicable to specific criteria when determining requirements

S3. Use and investigate new digital technologies and applications

S4. Manage and manipulate data and communicate with others in a secure and stable digital environment

S5. Use a range of digitally based technology and applications to access and filter data, extract, organise, integrate and share information

S6. Determine effective communication skills within the organisation

Application of knowledge and skills:

A1. Apply systematic and analytical decision-making processes for complex situations and issues

A2. Build a dynamic website using code according to technical requirements

A3. Review compliance of protocols to work collaboratively in a virtual environment and seek and respond to feedback

A4. Share knowledge and information according to work details, team objectives, organisational policies and procedures

A5. Produce, visualise and interpret creative concepts for digital video including video-editing and production techniques

A6. Design, compile, edit and test the digital interactive media incorporating video

Course Content:

Topics may include:

- Introduction to Web communication
- Identification of business requirements and applicable legislative standards
- Communication standards and protocols
- Determine and document purpose, expectations and functionality of website according to organisational procedures
- Website architectural requirements
- Aser interface design
- Functionality of website
- Protocols for virtual ways of working, including cyber safety protocol
- Features and uses of a range of digital video software

- Video-editing software

Values:

V1. Appreciate ethical behaviour in relation to multimedia and web page design, in particular issues related to copyright

V2. Promote effective communication with others in a secure and stable digital environment

Graduate Attributes

The Federation University Federation graduate attributes (GA) are entrenched in the [Higher Education Graduate Attributes Policy](#) (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

Graduate attribute and descriptor		Development and acquisition of GAs in the course	
		Learning Outcomes (KSA)	Assessment task (AT#)
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	K1, K4, K5, S2, S3, S5, A1, A2, A5	AT1, AT, AT3
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	K3, K8, S3, S5, A2, A5, A6	AT2
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	K5, K7, K8, S4, S6, A5	AT1, AT2, AT3
GA 4 Communicators	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	K7, K8, S4, S6, A3, A4	AT1, AT2, AT3
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	K5, K6, S2, S4, S5, S6, A1, A4	AT3

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1, K2, K3, K4, K5, S1, S2, S3, S4, S5, A1, A3, A4, A5, A6	Folio of learning activities	Folio	20-30%
K1, K2, K3, K4, K5, S1, S2, S3, S4, S5, A1, A2, A3, A5	Design Web pages and associated documentation	Practical	30-40%
K1, K5, K6, K7, S4, S6, A1, A3, A4	Individual report	Report	30-40%

Adopted Reference Style:

APA

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)