

Unit Outline (Higher Education)

Institute / School: Institute of Innovation, Science & Sustainability

Unit Title: Web Design

Unit ID: ITECH2003

Credit Points: 15.00

Prerequisite(s): (ITECH1100)

Co-requisite(s): Nil

Exclusion(s): (ITECH2106)

ASCED: 020103

Description of the Unit:

This unit will focus on the World Wide Web (www) as a key technological platform. You will learn about user experience, tools and languages associated with the design and development of client-side web-based information. Additionally, you will learn how to evaluate and apply web design principles for different types of websites, and develop awareness and ethical consideration for accessibility standards. The major topics include: history and future trends, visual design basics, good code design, software engineering techniques associated with web design and web technologies.

Grade Scheme: Graded (HD, D, C, P, MF, F, XF)

Work Experience:

No work experience

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the Unit but gained a final mark of 45 per cent or above, has completed all major assessment tasks (including all sub-components where a task has multiple parts) as specified in the Unit Description and is not eligible for any other form of supplementary assessment

Course Level:

Level of Unit in Course	AQF Level of Course					
	5	6	7	8	9	10
Introductory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning Outcomes:

Knowledge:

- K1.** Recognise the importance of user analysis, content organisation, interface design, interface usability and the accessibility issues associated with web design;
- K2.** Identify, explain and apply the design principles that promote good web design, from both a visual & content design perspective;
- K3.** Analyse and report the quality of web designs.

Skills:

- S1.** Demonstrate analytical skills to design quality web pages, and efficient human-computer interaction;
- S2.** Demonstrate the appropriate use of visual and content design tools, and web authoring software;
- S3.** Develop a sophisticated web site from scratch, using information gathering, design thinking and web client-side programming.
- S4.** Critique contemporary IT industry practices/presentations related to web design and development, and relate them to professional standards and your own career aspirations.

Application of knowledge and skills:

- A1.** Select appropriate design principles to design web pages that will provide optimal user experience and align with project goals;
- A2.** Operate appropriate software packages to build web pages that will provide optimal user experience and align with project goals.

Unit Content:

Topics may include:

- The website development process;
- Hypermedia and navigation;
- Understanding users;
- Needs analysis;
- Design techniques and evaluation;
- Visual design;

- Content design;
- Storyboarding and prototyping;
- Web design implementation;
- Web usability and accessibility;
- Testing and quality assurance;
- Search Engine Optimization (SEO).

FEDTASKS

Federation University Federation recognises that students require key transferable employability skills to prepare them for their future workplace and society. FEDTASKS (**T**ransferable **A**tttributes **S**kills and **K**nowledge) provide a targeted focus on five key transferable Attributes, Skills, and Knowledge that are embedded within curriculum, developed gradually towards successful measures and interlinked with cross-discipline and Co-operative Learning opportunities. *One or more FEDTASK, transferable Attributes, Skills or Knowledge must be evident in the specified learning outcomes and assessment for each FedUni Unit, and all must be directly assessed in each Course.*

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 1 Interpersonal	Students will demonstrate the ability to effectively communicate, inter-act and work with others both individually and in groups. Students will be required to display skills in-person and/or online in: <ul style="list-style-type: none"> • Using effective verbal and non-verbal communication • Listening for meaning and influencing via active listening • Showing empathy for others • Negotiating and demonstrating conflict resolution skills • Working respectfully in cross-cultural and diverse teams. 	K2, K3, S1	AT1, AT2
FEDTASK 2 Leadership	Students will demonstrate the ability to apply professional skills and behaviours in leading others. Students will be required to display skills in: <ul style="list-style-type: none"> • Creating a collegial environment • Showing self-awareness and the ability to self-reflect • Inspiring and convincing others • Making informed decisions • Displaying initiative 	Not applicable	Not applicable

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 3 Critical Thinking and Creativity	Students will demonstrate an ability to work in complexity and ambiguity using the imagination to create new ideas. Students will be required to display skills in: <ul style="list-style-type: none"> • Reflecting critically • Evaluating ideas, concepts and information • Considering alternative perspectives to refine ideas • Challenging conventional thinking to clarify concepts • Forming creative solutions in problem solving. 	K1, K2, K3, S1, S2, S3, A1, A2	AT1, AT2
FEDTASK 4 Digital Literacy	Students will demonstrate the ability to work fluently across a range of tools, platforms and applications to achieve a range of tasks. Students will be required to display skills in: <ul style="list-style-type: none"> • Finding, evaluating, managing, curating, organising and sharing digital information • Collating, managing, accessing and using digital data securely • Receiving and responding to messages in a range of digital media • Contributing actively to digital teams and working groups • Participating in and benefiting from digital learning opportunities. 	S1, S2, S3, A1, A2	AT1, AT2
FEDTASK 5 Sustainable and Ethical Mindset	Students will demonstrate the ability to consider and assess the consequences and impact of ideas and actions in enacting ethical and sustainable decisions. Students will be required to display skills in: <ul style="list-style-type: none"> • Making informed judgments that consider the impact of devising solutions in global economic environmental and societal contexts • Committing to social responsibility as a professional and a citizen • Evaluating ethical, socially responsible and/or sustainable challenges and generating and articulating responses • Embracing lifelong, life-wide and life-deep learning to be open to diverse others • Implementing required actions to foster sustainability in their professional and personal life. 	Not applicable	Not applicable

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K1, K2, K3, S1, S2, S3, S4, A1, A2.	The creation of design documents and web pages using applied design and development techniques.	Assignments	60% - 80%
K1, K2, K3, S1, S2	Understanding of the theory taught & discussed in lectures, class activities, supplementary reading and ability to perform website analysis.	Examination(s) and/or Tests	20% - 40%

Adopted Reference Style:

APA

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

Fed Cite - [referencing tool](#)

