

MODULE:	WEB DESIGN
CODE	BAJH-3-2-10
Number of credits	4 semester credits / 6 quarter units
Stage:	III
Theme:	Media Skills and Production
Assessment: Project 50%;	Examination 50%

Overview and aims

This module aims to enable the student to:

- Develop confidence in the use terminology and an appreciation for the technical aspects of website design.
- Produce a small professional looking website to a production deadline
- Develop a familiarity with conception, production and maintenance of contemporary websites.

On successful completion of this module, the student should be able to:

- Understand the project workflow of a web designer and the issues surrounding the creation of websites.
- Display confidence in the use of Photoshop and Adobe Go-Live or other appropriate website creation software, as well as in the use of the Apple Mac platform using OSX.
- Understand the issues surrounding the storage and retrieval of media files, and the issues relating to digital image files and internet technology.
- Conceive, write, produce, develop, present and maintain a small professional website.

Module content

Introduction and overview / Web architectures and Hardware.

Graphic design theory / Adobe Creative Suite – CSS & HTML. The basics.

Files / Digital Images / Photoshop Basics.

Photoshop - Selections.

HTML Tags (brief look) / Adobe Imageready and file compression.

Fonts / Image acquisition / cross platform issues.

Adobe Photoshop - Designing layouts / Buttons.

Adobe Imageready / GIFF Animation / Slicing and optimising.

Adobe - Go-Live / FTP / Site Management.

Practical – Website production class: ongoing throughout semester.