

**Module Code:** Web-based Media  
BAPH05I  
FDPH05I

Level: 5

**Credit Value : 15**

**Pre-Requisites :**

### **Module Description**

This module is designed to introduce students to the innovative developments in communication and commercial transaction via the internet, and, more specifically, websites. The foundations for the effective application of image and textual matter to screen-based media resulting in the practical solving of provided communication issues.

This will be achieved through a combination of digital workshop activity, and analysis of current commercial practice and theory. A portion of this material will be presented in the form of a paper-based documentation, and on-screen designed information using appropriate software.

### **Learning Outcomes**

On successful completion of this module students will be able to:

1. Analyse website design and related marketing/commercial issues.
2. Provide evidence of competent health & safety practice.
3. Record a range of visual and written research activity.
4. Select and use appropriate web technologies to select, create, and develop concepts.

### **Indicative Content**

- Record observations: use of digital technologies: purpose, fitness for purpose, aesthetic issues and possibilities in the design of, for example, readable texts, tables, images.
- Website design: a contemporary and historical overview.
- Website architecture: analysis of diagrammatic material in support of navigation.
- Analysis of navigation and general Human Computer Interaction (HCI).
- Analyse the effectiveness of grids, fields and fonts. Consider colour, scale, position, kinetics, in relation to clarity of navigation.
- Resolution issues: readability, legibility of image and/or text

- Explore and develop potential of on-screen photography and word interpretation.
- Participation in subject studio-specific workshops: image editing/manipulation, typographic hierarchy, interactivity between images and words.
- Supplementary research to support and enhance personal lines of enquiry. Review ethical issues.
- Appropriate utilisation of computer software in the construction of a document including image and texts.
- Peer review: display of work and oral evaluation by students of the group's work.
- Self assessment: analysis of personal management and progress during this module.

Weeks 1/2

Website design: a contemporary and historical overview.

Weeks 3/4

Website architecture: analysis of diagrammatic material in support of navigation.

Week 5

Analysis of navigation and general Human Computer Interaction (HCI).

Weeks 6/7

Analyse the effectiveness of grids, fields and fonts. Consider colour, scale, position, kinetics, in relation to clarity of navigation.

Weeks 8/9

Resolution issues: readability, legibility of image and/or text. Appropriate utilisation of computer software in the construction of a document including image and texts.

Weeks 10/11

Explore and develop potential of on-screen photography and word interpretation.

Week 12

Peer review: display of work and oral evaluation by students of the group's work. Self assessment: analysis of personal management and progress during this module.

## **Learning & Teaching Strategies**

Technical Workshops and Demonstrations

Tutorials

Independent Learning

Peer Learning

Optional Supporting Practical Workshops (including Printmaking, Computing)

## **Assessment**

20% written and illustrated file

- Primary and secondary sources.
- Recorded research.
- Aesthetic enquiry and interpretation.
- Visual analysis.
- Health & safety regulations and practice.
- Contemporary practitioners.
- Visual and written research.
- Software, applications and processes.

80% material outcomes:

- Visual presentation techniques.
- Concept development and realization
- Works showing development and solutions.

## **Specific Learning Resources**

Digital Photography Studio

Computing Workshop, including Macromedia Creative Suite (Dreamweaver and Adobe Photoshop)

## **Bibliography**

### Highly Recommended

Macdonald N., (2003) *What is Website Design?*, London: Rotovision..

Thatcher J., (2003) *Constructing Accessible Websites*. London; Apress.

### Recommended

Adobe: [www.adobe.com](http://www.adobe.com)

Computer Arts Magazine [www.computerarts.co.uk](http://www.computerarts.co.uk)

Open Source Web Design: [www.oswd.org](http://www.oswd.org)

The UK Web Design Association: [www.ukwda.org](http://www.ukwda.org)