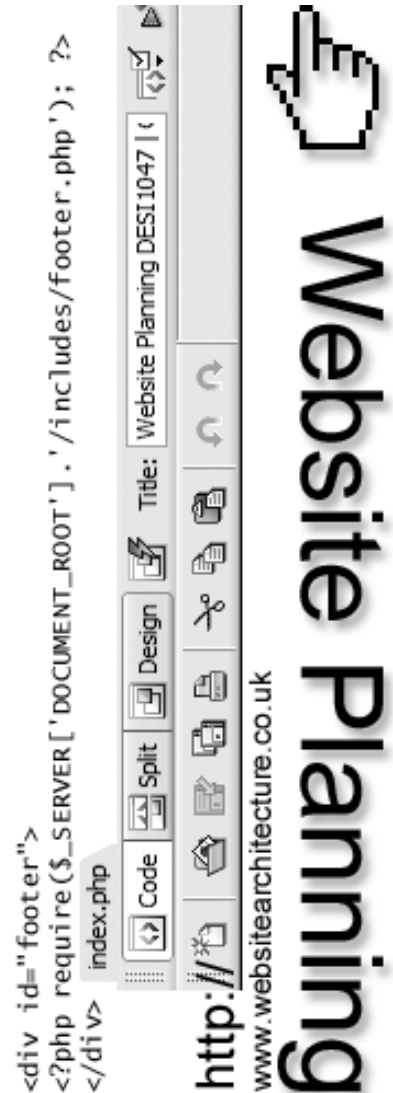


**SCHOOL OF ARCHITECTURE AND CONSTRUCTION
DESIGN DEPARTMENT
SESSION 2008/09
TERM 1**

COURSE CODE*	DESI 1047
COURSE TITLE*	Website Planning
COURSE CO-ORDINATOR: David Watson	
ELEMENT/ITEM OF ASSESSMENT*	
WEIGHTING OF ELEMENT/ITEM WITHIN COURSE*	
ASSESSMENT CRITERIA ARE: As published in this Brief Or As published in the main handout dated..... (Delete as appropriate)	
OTHER ELEMENTS WITHIN COURSE	
TUTOR RESPONSIBLE FOR THIS ELEMENT/ITEM:	David Watson
YEAR GROUP:	
TUTORIAL GROUP/ATELIER GROUP/ INTEREST GROUP:	
TITLE FOR THIS BRIEF "Introduction to the Course"	
ANY OTHER INFORMATION:	
DATE HANDED OUT: 26th November 2008	
PROJECT WORK Crit Date: Portfolio Assessment: Date for collection of assessed project/portfolio: Date(s) for feedback sessions(s):	
COURSEWORK Hand-in Date: Date for collection of marked coursework:	
Hand in details: Coursework: Hand-in by the deadline at the Registry (Southwood Site) Mon-Thurs 9-5pm, Fri 9-4pm Design/Visual Studies Portfolio: Hand-in at School as per arrangements made by course co-ordinator. In all cases: Please hand in with a course header sheet (bar coded)	

*As per programme document and course charts.



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IMPORTANT NOTICE: It is the responsibility of each student to keep a copy of this hand-out in a file until September 2009. If you are referred in the subject you will need this hand-out unless notified otherwise

Website Planning

School of Architecture and Construction

Course Code:	DESI 1047
Course Co-ordinator:	David Watson
Contact:	D.Watson@gre.ac.uk
Resource:	websitearchitecture.co.uk, coursestuff.co.uk/DESI1047
Year Group:	FMAWD, PMAWD1
Tutor(s):	David Watson
Period:	Terms 1 and 2
Mode:	Flexible (face to face and online)

Introduction

This course builds on the skills developed during the Webpage Design course and covers the design and implementation of medium to large scale websites. It is concerned with some server-side technologies, such as PHP and MySQL in addition to the more advanced development of client-side technologies. The focus of this course is upon 3 main areas of web design:

1. The creation of websites with “user-centred” design techniques.
2. The deployment and promotion of websites.
3. Improving efficiency in the building and management of larger sites.

As with the Website Design course, this course is about the technical and aesthetic aspects of web design in equal measure. The course develops a professional approach to web design and the creation of websites to a high standard. The web designer is essentially a designer of user interfaces and it is crucial that design aspects such as Usability, Accessibility, Findability, Navigation and Information Architecture are well understood in order to create successful websites. The web designer must also ensure that designed sites are optimised for search engine indexing so that they can easily be found and successfully categorised. In addition, it is important to understand how websites can gain high page rank status on search engines such as Google. Finally, it is important to understand that whilst basic web design techniques may be suitable for basic websites, more complex sites require more complex solutions. This may involve the use of server-side technologies and/or the use of ready-made applications such as content management systems.

During the course, you will:

- learn how to register domain names and manage website hosting.
- learn how to optimise and promote websites.
- understand how to build sites that are useable and accessible.
- develop the skills needed to efficiently build and manage larger websites.
- understand how to evaluate and deploy ready-made web solutions.

Format

The course runs during Terms 1 and 2 and consists of four main elements - workshops, online dialogue, projects and seminars.

The workshops are mainly computer related and are based in the Tower computing labs (Lab C), see timetable for details. There are 2 projects which all students must complete. The results of each

project must be submitted at the times given for assessment. In addition, are a number of topic based seminars. Each student will deliver one seminar on a given topic. There will also be weekly coursework for you to complete and this will usually be discussed the following week.

Workshops

The workshops will focus on “website planning” in the widest sense of the words. We will cover both technical and aesthetic aspects during the workshops and lively dialogue is encouraged. The various topics are given on the timetable although this is only meant to be indicative and may change to suit specific requirements. Detailed tutorials etc. may be given at the workshop sessions or made available on-line. It must be stressed that complete coverage of the topics under consideration cannot be dealt with during the workshops and you will need to allocate time to follow up each workshop with further study.

Online Dialogue

Online teaching and support is available from a number of resources. Firstly, you may contact the course tutor, other tutors and other students on the programme the online forum at **www.WebsiteArchitecture.co.uk**. This is a private forum, specifically set up for this programme. It is well used and a popular method of communication among the other students. Your questions will be answered either by the course tutor or by other members of the forum. Use of the forum is not compulsory, but it does form an integral part of the learning process and you are strongly advised to use it. The forum already contains a large amount of information and is a valuable resource tool as well as an excellent “forum” for debate.

Other materials relevant to the course and programme (such as book reviews and useful links) can be found at **www.WebsiteArchitecture.co.uk** and **www.CourseStuff.co.uk**.

Projects

Project details will be provided during the course.

Seminars

You will be allocated a topic on which you will give a 15 minute seminar to the other students in your group. Each presentation must be given using PowerPoint. In addition, each presentation must be accompanied by a simple website or webpage covering all of the salient points of the presentation and including relevant links. Make sure you give yourself plenty of time to practice your presentation. The assessment for your seminar presentation will be based upon the quality of your spoken presentation as well as the presentation content and the accompanying website.

Assessment

This course includes 4 assessed elements; coursework, two projects and a seminar. Details of these elements are given below. Each of the elements has a slightly different weighting and this is indicative of the degree of difficulty and/or the amount of work required. The weighting is as follows:

- Coursework: 35%
- Small Business Website Revisited: 40%
- Seminar: 25%

Key Texts

HTML, XHTML and CSS (6th Edition) by Elizabeth Castro

Deliver First Class Web Sites: 101 Essential Checklists by Shirley Kaiser

Designing Web Navigation by James Kalbach

Don't Make Me Think (2nd Edition) by Steve Krug

Prioritizing Web Usability by Patrick Jakob Nielsen and Hoa Loranger

Web Accessibility: Web Standards and Regulatory Compliance by Michael R. Burks

PHP for the World Wide Web (2nd Edition) by Larry Ullman

