Week	Topic	Notes
	Module 1 - Introduction	
Week 1/ Topic 1	**Lecture – History of the Internet and Web design** Introduction to each other, the unit, the project, the lab & Dreamweaver Brief intro to web history and standards **Readings** Burnett, R (2003) 'Web of Technology', in Web Theory: An Introduction, Routledge, London, pp 81-104 **Further Reading** Jacobs, I (2008), About the World Wide Web Consortium, http://www.w3.org/Consortium/mission, last accessed 28/6/2010	**Practical** Sorting out student logins etc Class Questionnaire Go through MySCU • The blog Setting up your blog Join the OMD Community • Find an image or create your OMD avatar and introduce yourself in the OMD community • and reply to someone else.
Week 2/ Topic 2	**Lecture – Online publishing** Concepts, techniques and tools (intro to HTML) **Readings** Castro, E (2003), *Guide HTML for the World Wide Web, 5th Edition*, Peachpit Press, pp11-46 **Further Reading** Duckett, Jon (2005), Accessible XHTML and CSS Web Sites: Problem - Design – Solution, John Wiley & Sons, Inc, Indianapolis IN, pp1-16 (SCU Online Book)	**Practical** Intro to HTML HTML tutorial
Week 3/ Topic 3	**Lecture – Usability and Accessibility** What is usability and accessibility, designing web pages for usability and accessibility **Readings** Neilsen, J, & Tahir, M (2002), Homepage usability: 50 websites deconstructed, New Riders, Indianapolis, IN, pp8-35	**Practical** Introduction to CSS CSS tutorial

	Further Readings Chisholm, Wendy (2005) Innovative Design Inspired by Accessibility, Digital Web Magazine, March 30, 2005 http://www.digital-web.com/articles/innovative_design_accessibility/ last accessed 28/6/2010	
	Module 2: Website planning and construction fundamentals	
Week 4/ Topic 4	**Lecture – Planning your website** Designing for a specific purpose and audience **Readings** Sklar, Joel (2006), Principles of web design / by Joel Sklar, Thomson Course Technology, Boston, Mas. pp69-92	**Workshop** Catching up with HTML and CSS tutorials Intro to Dreamweaver Other online tutorials (urls in tutorial notes) Website Planning Worksheet Planning the Flowchart **Assessment 1 Unit tasks due Sunday 5.00pm**
Week 5/ Topic 5	**Lecture – User experience: Information, Interaction and Visual Design** Designing with the user in mind **Readings** Garrett, J (2002) *The Elements of User Experience: User centred design for the web*, New Riders, USA, pp113-139	**Workshop** Dreamweaver
Week 6/ Topic 6	**Project Pitch**	Students to present projects Dreamweaver **Assessment 2 – Website Proposal and Flowchart due Sunday 5.00pm**
Week 7	**Study Week**	

	Module 3: Production	
Week 8/ Topic 7	**Lecture - Working with content 1** Writing for the Web **Readings** Barfield, L (2004) Design for New Media, Pearson Education Limited, Essex England, pp42-70	**Practice** More Dreamweaver
Week 9/ Topic 8	**Lecture - Working with content 2** Text, images, colour **Readings** Williams, R & Tollett, J (2006) *The non-designer's Web book: an easy guide to creating, designing, and posting your own Web site*, Peachpit Press, Berkeley, CA	**Practice** Designing page layouts (working with grids) Either tables or CSS (CSS templates in Dreamweaver) Optimising images Web colours
Week 10/ Topic 9	**No Lecture** **Working with content 3** Advanced multimedia elements: audio & video **Readings** Lynch, P & Horton, S (2009) Graphics, Web Style Guide, 3rd edition, http://webstyleguide.com/multimedia/index.html, last accessed 28/6/2010	**Practice** File formats Photoshop – creating graphics – banner, navigation etc Researching for content Working on projects
	Module 4: Testing and Evaluation	
Week 11/ Topic 10	**Lecture - Web Standards** Designing with W3C Web Standards in mind **Readings** Zeldman, J (2003) Designing and Building with Standards, *Designing with Web Standards*, New Riders, USA pp45-72 **Further Readings** Berstein, M (2001) Beyond Usability and design: The Narrative web, A List	**Workshop** Working on projects Testing

	Apart, April 20, 2001, Issue 106 http://www.alistapart.com/articles/narrative, last accessed 28/6/2010	
Week 12/ Topic 11	**No Lecture** **Optional Reading** Meikle, G (2002) Future Active: media activism and the Internet, Pluto Press, Annandale, NSW; Routledge, New York, pp140-151; 168-172	**Workshop** Working on projects Testing and evaluation
Week 13/ Topic 12	**No Lecture** User generated content **Optional Reading** Tucker, Patrick. "Fighting the Cult of the Amateur: a Web 2.0 critic takes on the confederacy of e-dunces.(Andrew Keen)(Interview)." The Futurist 42.1 (Jan-Feb 2008): 33(2). Expanded Academic ASAP. Gale Document Number:A172911400	**Workshop** Final touches **Assessment 3 – Web project due Sunday 5.00pm** **Assessment 4 – Reflective piece due Sunday 5.00pm**