

COM00455

Net Works: Online Media
Design

Unit Information Guide

Session 2 2012

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Contacts and MySCU

Unit assessor

Donna Crotty

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Email: donna.crotty@scu.edu.au

School enquiries

Student Liaison Team

Email: isass@scu.edu.au

Website: <http://www.scu.edu.au/schools/sass>

Phone: +61 2 6620 3831

Lismore

Post: School of Arts & Social Sciences
Southern Cross University
PO Box 157 (Military Road)
Lismore NSW 2480
Australia

Phone: +61 2 6620 3831

Coffs Harbour

Post: School of Arts & Social Sciences
Southern Cross University
Hogbin Drive
Coffs Harbour NSW 2450
Australia

Phone: +61 2 6659 3309

External Student Liaison Officer

For administrative queries, such as delays in receiving materials or in the return of your assignments, contact the External Student Liaison Officer:

Post: External Student Liaison Officer
School of Arts & Social Sciences
Southern Cross University
PO Box 157
Lismore NSW 2480
Australia

Phone: +61 2 6620 3997

Student centre

Website: <http://study.scu.edu.au>

MySCU

The MySCU site for this unit enables you to access resources and communication tools and links that are integral to your study throughout the teaching period. Contact details for teaching staff and information and messages specific to the unit are provided, together with grades and grading standards and the referencing requirements specific to your area of study. You will also find links to services to support your study, such as the University Library and Division of Teaching and Learning (Academic Skills Development).

You should check the following location in your browser:

<http://learn.scu.edu.au>

This opens the **MySCU student intranet** page. The names of units in which you are currently enrolled that have an online presence will be listed here under 'Learning Sites'.

If your unit is not listed under 'Learning Sites' and you have been instructed by your lecturer to access the online site, please check your enrolment status through MyEnrolment. If you do not appear to be enrolled in that unit, either enrol in that unit or email a variation request to Student Services:

enrol@scu.edu.au

If you are enrolled in that unit but cannot access the online site send an email to:

Lismore, Gold Coast and Tweed Heads

servicedesk@scu.edu.au

Coffs Harbour

chec.helpdesk@scu.edu.au

Illuminate Live!

Your unit assessor may choose to use Illuminate Live! in this unit. Illuminate Live! is web-based audio-conferencing software for real-time collaboration; a mix of a teletutorial and virtual classroom with additional features. You can find out more by clicking the 'Illuminate Live! Help' button within your MySCU unit, or go to:

<http://www.scu.edu.au/illuminate>

Managing your study

Assistance and support

Help is available for any problems you might experience with your study. You should **read through all of this Unit Information Guide very carefully before** you ask for help. If you are experiencing difficulty with unit content or assessment issues, ask your tutor or unit assessor or post on the 'Questions about content' or 'Assessment' discussion boards. If you are experiencing administrative difficulties, contact the Student Liaison Team. (See 'Contacts and MySCU' for these addresses and numbers.)

About this unit

'Net Works: Online Media Design introduces students to practical and theoretical aspects of Internet technologies and communication processes. Convergence is now a major aspect of the communication and media industries with the growing connections between media, information technology and telecommunications. Over the course of the study period students will be introduced to online publishing concepts, techniques and tools, culminating in the design and production of a small website, using Adobe Dreamweaver and Photoshop (the current version is CS5.5).

The unit looks at the history and development of the Internet and web design, and theories of accessibility, usability and Web Standards. Web design principles and user experience are also major themes that are covered, with the emphasis on how these inform decisions on the development of the project.

Students will gain an understanding of the planning, designing and implementation of a web project. Practical workshops will help students gain the technical skills required to construct their website.

For on-campus (internal) students

There will be 12 × three-hour workshops from Weeks 1–13. Students are required to attend a 1 × 3-hour weekly workshop. The workshops will have a hands-on component in which students will be given demonstrations of techniques and guided activities to complete, and a number of group feedback and discussion sessions. Students are also encouraged to work on their projects with the help of the tutor and classmates.

Participation: Attendance at workshops and participation in presentations and feedback sessions is vital as there is a minimum requirement of 75% attendance to pass the unit. Students will need to attend these workshops in order to fully understand and complete the ongoing assessment items.

For off-campus (external) students

You are encouraged to join any of the on-campus workshops if you live in the area, but check the Unit Information Guide and MySCU site on how online lessons will be delivered. It is very important that external students read all emails and notices for information as the study period progresses. If you do not use your student email address regularly please go to MySCU and redirect your SCU mail to your personal email account.

Participation: You are expected to complete all online tasks and post in MySCU.

Each week internal students will be expected to work through the tasks related to the topics, which will be available through MySCU. External students can work through these at their own pace, but should try and work through one topic per week. The technical tutorials are designed to be self-paced to help you develop a basic understanding of skills required and to help develop the conceptual approach to your web project.

Students who do not fulfil the participation requirements for this unit, without documentation explaining absences or lack of participation, may not pass this unit.

Unit statement

Southern Cross University

School of Arts and Social Sciences

Description

Unit title:	'Net Works: Online Media Design
Unit code:	COM00455
Undergraduate, postgraduate:	Undergraduate
Prerequisites:	72 Credit value in any SCU units
Corequisites:	Nil
Antirequisites:	Nil
Other enrolment conditions & requirements:	Students must have access to broadband Internet and a computer. Ability to access Adobe Dreamweaver and Photoshop (or similar)
Student Services enrolment category:	Internal/external
Graded/ungraded:	Graded
Field of education:	100799 Communication and Media Studies NEC
Credit points:	12

Aims

This unit aims to introduce students to the theory and practice of website design, construction and publishing.

Objectives

Upon successful completion of this unit, students should be able to:

- describe current digital communication technologies and production processes
- use the Internet and the World Wide Web and associated software for research and publishing
- discuss and apply foundational skills in online publishing, including the ability to create a website
- develop a capacity for self-learning of computer and web design skills in an online environment
- critically analyse and discuss social, cultural, legal and ethical contexts of web authoring and publishing.

Graduate attributes

Southern Cross University produces graduates with a wide variety of contemporary skills, values and knowledge. Collectively these are known as the graduate attributes. In this unit, students will focus upon the development of the following attributes:

- critical thinking: skills in analysis, interpretation, research and critique
- communications: technological capabilities across traditional and emerging media and communication forms
- creativity: ability to conceptualise, initiate, develop, deliver and promote industry-standard media outcomes.

In particular, this unit will assist students to develop the following skills and values:

1. creative conceptual design and audience analysis
2. professional presentation of content
3. problem solving and experimentation
4. appreciation of social impact
5. project management.

Handbook entry

Introduces students to a critical understanding of the theory and practices of using digital communication techniques and processes to produce web-based convergent media productions. Students acquire skills in website design, construction and publishing with a focus on developing standards compliant online media content.

Syllabus

Module 1: Introduction to web design and online publishing

History of the Internet and web design

Online publishing concepts, techniques and tools: Website analysis

HTML coding

CSS

Module 2: Website planning and construction fundamentals

Planning your website

Information, interaction and visual design

Using a WYSIWYG web design software program: Dreamweaver

Module 3: Production

Working with text, images and colour in a web environment

Advanced multimedia elements: Audio and video

Metadata and content regulation

Website construction

Module 4: Testing and evaluation

Prescribed texts and materials

There will be a Course Reader available for download and printing through eReadings and RapidPrint. It will also be available on MySCU as well as a number of electronic texts, technical tutorials that will form the basis of the tutorial workshops, and links to relevant websites.

Students are expected to make use of the electronic resources available to them, specifically the Internet and the online databases that are accessed through the Southern Cross University Library website.

Students should also use Open Reserve materials (where possible) and the general collection of the Southern Cross University (or nearest academic institution) Library.

It is also vital to have a portable storage device (such as a USB flash drive) to back up your work. It is vital that you keep multiple copies of your work to avoid last minute hardware and software issues.

Recommended reference materials

Baird, J 2001, *Copyright and the Internet*, Lawbook Co., Sydney.

Brinck, T 2002, *Useability for the Web: Designing web sites that work*, Morgan Kayffiman, San Francisco, CA.

Bruinsma, M 2003, *Deep Sites: Intelligent innovation in contemporary web design*, Thames and Hudson, London.

Burnett, R & Marshall, DP 2003, *Web Theory An Introduction*, Routledge, London & New York.

Castro, E 2007, *HTML, XHTML & CSS*, Visual Quickstart Guide, Peachpit Press, CA.

Clark, J 2002, *What is Media Access? Building Accessible Websites*, New Riders, USA.

Cloninger, C 2002, *Fresh styles for web designers*, New Riders, Indianapolis, IN.

Duckett, Jon 2005, *Accessible XHTML and CSS Web Sites: Problem – Design – Solution*, John Wiley & Sons, Inc, Indianapolis, IN.

Garrett, JJ 2003, *The elements of user experience*, New Riders, Indianapolis, IN.

Lyons, J & Plunkett, J (eds) 2007, *Multimedia histories: From the magic lantern to the Internet*, University of Exeter Press, Exeter, U.K.

Meikle, G 2002, *Future active: Media activism and the Internet*, Pluto Press, Annandale, NSW; Routledge, New York.

Nielsen, J 2000, *Designing Web Usability*, New Riders, Indianapolis, IN.

- Nielsen, J 2000, *Homepage Usability: 50 Websites deconstructed*, New Riders, Indianapolis, IN.
- Pfaffenberger, B, Schafer, S, White, C & Karow, B 2004, *HTML, XHTML, and CSS bible*, Wiley Publishing, Indianapolis.
- Preece, J 2002, 'Understanding how interfaces affect users', *Interaction Design*, John Wiley & Sons, Inc, USA.
- Schell, BH 2007, *The Internet and society: A reference handbook*, Santa Barbara, CA.
- Sklar, J 2006, *Principles of web design*, Thomson Course Technology, Boston, Mas.
- Swiss, T (ed) 2001, *Unspun: Key Concepts for understanding the World Wide Web*, New York University Press, New York.
- Wands, D 2002, *Digital Creativity: Designing for New Media and the Web*, John Wiley & Sons, New York.
- 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.
- Zeldman, J 2003, *Designing with Web Standards*, New Riders, Indianapolis, IN.

Online journals and websites

A List Apart, <http://www.alistapart.com>

Bulletin of The American Society for Information Science, <http://www.asis.org/Bulletin>

Information Design Journal, <http://www.informationdesign.org>

Nathan Shedroff, <http://www.nathan.com>

Webcredible. User experience research and design,
<http://www.webcredible.co.uk/user-friendly-resources/>

Web Style Guide, <http://webstyleguide.com>

Wired Magazine, <http://www.wired.com>

World Wide Web Consortium, <http://www.w3.org>

Technical websites

W3Schools HTML Tutorials, <http://www.w3schools.com/html/default.asp>

Dreamweaver

<http://www.adobe.com/devnet/dreamweaver.html>

<http://www.thesitewizard.com/dreamweaver/dreamweaver-cs5-tutorial-1.shtml>

<http://www.learnthat.com/Software/sub/429/Dreamweaver/>

<http://www.entheosweb.com/dreamweaver/default.asp>

<http://www.tutorialized.com/view/tutorial/Dreamweaver-CS5-Tutorials/63858>

Photoshop

<http://www.photoshopsupport.com/tutorials.html>

<http://www.photoshopessentials.com/photo-effects/>

<http://www.tutorialkit.com/>

Student assessment requirements

Task	Unit objectives assessed	Graduate attributes assessed	Weighting %	Week due
Assessment 1: Unit Tasks	1, 3, 5	3, 4	15%	Week 4
Assessment 2: Project proposal	1, 4, 5	1, 2, 4	20%	Week 6
Assessment 3: Website	2, 3, 4	1, 2, 3, 5	40%	Week 13
Assessment 4: project Rationale	1, 3, 4, 5	1, 3, 4	25%	Week 13

Students must keep copies of work submitted.

All assignments will be due by 5 pm on the Sunday of the week in question. All items must be submitted in order to be eligible for a pass in this unit.

Without special consideration approval, late submissions of assessment materials will be penalised at 5% of the total marks available for that assessment item for each working day they are late. This policy is subject to the discretion of the Course Coordinator or Head of School.

This is a graded unit and grades shall be awarded as detailed in Rule 3.8 of the University's Rules Relating to Awards.

In order to achieve a passing grade in this unit all **assessment tasks must be completed** and you must obtain a minimum of 50% of the total assessment marks for the unit. The criteria upon which performance in the assessment tasks is judged will be made available to students during the first week of the study period.

All assessment tasks submitted during the study period will normally be marked and returned within two weeks of the required date of submission (provided that the assessment materials have been submitted by the due date). At the discretion of the Head of School, or nominee, a penalty will normally be applied for the late submission of assignments without special consideration approval. The nature of this penalty will be notified with the requirements for each assessment task.

Note:

- Please read assignment instructions carefully. If you are unsure, please ask for clarification – we won't bite☺.
- Assignments are to be completed and sent in at the end of the week specified.
- All assignment tasks must be completed in order to pass this unit.
- The topics list and assessment item due dates should be carefully checked and adjusted where necessary for mid-semester breaks which may vary between institutions.

Mode of delivery

This unit is offered externally and on-campus at Lismore and is a mixture of both theory and practice. The theoretical component will examine the techniques, background and theories of the Internet and web design that students will be expected to advance and reflect on in their fortnightly module tasks. Students must work through the series of technical tutorials before starting each assessment item. These will assist the student with the skills needed to complete the assessment tasks. All teaching and learning resources, including the technical tutorial modules, will be available on MySCU.

Group feedback sessions

These are an essential part of the unit and are for all students. In these group feedback sessions you receive valuable feedback on your work from the group. By participating in the processes of observation, recognition and description, we are able to articulate a more critical attitude. Critique or feedback offers you a valuable opportunity to review and enhance your work as well as being able to engage with the work of others. These sessions will be via MySCU.

Student academic integrity

It is a University requirement that a student's work complies with the Academic Policy, Chapter 4.20 on Student Academic Integrity. It is the student's responsibility to be familiar with the Policy. Failure to comply with the Policy can have severe consequences in the form of University sanctions. For information on this Policy please refer to Chapter 4.20 on Student Academic Integrity at the following website:

<http://www.scu.edu.au/governance/academicboard/policy/>

under 'Student Values and Rights'.

As part of a University initiative to support the development of academic integrity, assessments may be checked for plagiarism, including through an electronic system, either internally or by a plagiarism checking service, and be held for future checking and matching purposes.

Student feedback

Students are encouraged to complete the online student feedback on learning and teaching survey. This is offered for all units in every study period.

Assessment details

Assignment due dates and the examination period provided here apply to the Australian study period. These may be varied for students studying elsewhere, please confirm dates with your local tutor.

Assignment 1: Unit tasks

Due: Sunday Week 4

Weighting: 15%

Submission: MySCU

Submit your completed unit tasks to demonstrate your ongoing engagement with the unit materials (discussions and practical exercises).

Assessment criteria

- Demonstrates competency required to produce web content (Have you completed the practical tasks? How well have you grasped practical aspects of website design and construction? Have you experimented further?)
- Quality of reflection and analysis of the unit themes, technical processes (How well have you grasped the theoretical issues? What have learned from the practical tasks that will help with your project?)
- Shows an ongoing engagement with discussions (Have you interacted with other students? How have you contributed to further discussion?)

Assignment 2 – Project proposal and flowchart

Due: 5 pm Sunday Week 6

Length: 800 words

Weighting: 20%

Students are to submit a project proposal outlining the plan and specifications of their website project. This will include a discussion of:

- goals/purpose of website
- target audience
- description of content areas and research methodology
- design approach (information, interaction and visual design).

The proposal will also make reference to class readings and lecture notes. Use this material to support your design decisions. This must be shown by using in-text referencing and a bibliography.

A flowchart showing the basic structure of your site must also be submitted.

Assessment criteria

- Goals/purpose are discussed clearly, and Target Audience is defined in detail.
- Understanding of interactivity and usability considerations in the design of the structure and organisation of the website (Have you thought about interactivity and usability in the design? Have you included a flowchart that clearly shows the structure and flow of the website?).
- Demonstration of engagement with theoretical literature (Have you shown that you have been doing the readings and am applying key concepts to the design of your project? Have you used in-text references to support decisions about content, structure and design? Have you included a bibliography?)
- Presentation of the Project Pitch either in class (internal) or in discussion forums (external) and contribution to group feedback discussions.

Assignment 3 – Major website design and construction project

Due: 5 pm Sunday Week 13

Length: Minimum of six (6) content-rich pages

Weighting: 40%

Students will develop a small website for a specific audience. The website is to be developed according to a proposal (Project Proposal submitted in Week 6). All pages and links must be working. The web project must give specific consideration to key issues affecting accessibility, usability, interactivity and user-experience, as appropriate for the proposed audience and purpose. Where possible, all content must be original.

Suggested topics for the web project:

- Community information/awareness
- Critical commentary of some aspect of popular culture or news event
- Film/TV/cultural reviews and analysis
- ePortfolio.

Other topics must be approved by tutor.

Assessment criteria

- Demonstrated ability to use web design tools effectively (Are all the pages loading correctly? Are all the links working? Are the images and other multimedia elements optimised correctly for web?)
- Ability to implement a proposed web design for a specific audience (Is the website appropriate for the target audience? Has it been designed with the audience in mind? Has usability, interactivity and user-experience been carefully considered?)
- Ability to implement appropriate content for a specified audience and purpose (Does the website content fulfil the aims of the project? Is it appropriate for the target audience?)
- Demonstrated skills in project management (Has your project met the deadline? Has participation been appropriate for the production of the project e.g. participation in feedback sessions/online forums; appropriate use of class time? Has good file management been practised?).

Assignment 4: Reflective piece

Due:	Sunday Week 13
Weighting:	25%
Submission:	Submission via MySCU

Students must also include a detailed (800 word) reflective piece, reflecting on the process and development of their website project with reference to concepts covered in the unit.

Assessment criteria

- Quality of reflection of the processes, development and analysis of own project
- Ability to present a well-argued position (justification of decisions)
- Engagement with theoretical, creative and technical issues covered in the unit
- Arguments and decisions are well supported with references from readings and other research.

Assignment submission

Unless advised otherwise, assignments in this unit are to be submitted through Turnitin, which can be found under the Assignment Button on the unit's Blackboard site. This conforms with the University's Academic Integrity Policy, which can be found at:

http://www.scu.edu.au/governance/academicboard/policy/index.php/dds/?cat_id=514#cat514

Using Turnitin is a learning process that enables you to submit your assignment a number of times and retrieve it for correction up until the due date. You will find information on how to use Turnitin at:

<http://study.scu.edu.au/turnitin/index.php/2/>

It is important that you read this information before you commence your studies.

Census dates

The census date is the day upon which your enrolment for the study period becomes fixed. You cannot enrol or withdraw from units after census date without significant academic and/or financial penalties. If you are using the FEE-Help or HECS-Help Government loan schemes, your debt for the study period is deferred on census date.

You will need to go to My Enrolment at <http://www.scu.edu.au/myenrolment> to check your census dates. Select 'Current Enrolment including Census date' from the menu item called 'My Study Plans'. Each unit in which you are enrolled will be displayed with its census date clearly identified.

Suggested study timetable

This blank timetable has been provided to help you plan your studies.
You may like to fill in the details in consultation with your tutor.

Week/ commencing	Topic no.	Topic	Notes
1 18 June			
2 25 June			
3 2 July			
4 9 July			
5 16 July			
6 23 July			
7 30 July			Study Week
8 6 August			
9 13 August			
10 20 August			
11 27 August			
12 3 September			
13 10 September			