

COURSE CONTENT

Course Code	DM3000
Course Title	Web Design
Pre-requisites	NIL
No of AUs	4 AUs for BFA students admitted before AY2017;
Contact Hours	39 hours studio contact

Course Aims

This course aims to introduce you to the fundamental concepts of designing and developing for the web with a focus on front-end design. Students will learn HTML, the core principles of CSS and be introduced to JQuery and other frameworks through hands-on demonstrations. HTML and CSS in particular are a useful for introducing and easing art/design students to coding environments and more advanced programming languages.

In addition, you will be exposed to aspects of user-interface design via wireframing and prototyping as well as being aware of design trends and technical requirements such as responsive design. This course prepares you for learning more advanced web development principles, working with Content Management Systems as well as hands-on, professional web development.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Plan and execute a design strategy for the creation of a web-based project
2. Develop website/web application design and front-end development
3. Implement a fully responsive approach to browser-based/mobile application
4. Present, discuss and evaluate Web Design in a clear and cohesive manner.
5. Contribute to the learning environment by participating positively to class discussion, critiques and activities relating to Web Design creation and projects.

Course Content

Hands-on Training

The core aspects of this course entails practical demonstrations and implementation of markup language (HTML), cascading style sheets (CSS) as well as an overview and introduction to implementing 3rd party Javascript (jQuery) plugins

Theoretical and Practical Phases

Building a website is not just about coding. You will choose a subject matter, research the content required and decide how that content needs to be presented and laid out. They will touch on aspects of user experience and user interface in order plan, prototype and test a small website. The last step in the process is take a final design and code it up into a live functional website using the skills learnt through the Hands-on-Training.

Class assignments

This module consists one main assignment which spans the duration of the module pulling together all phases being learnt. It is broken down into 4 components; planning, research, design, coding. In addition, you have to document their journey and justify design decisions, evaluate their work and provide evidence of research and learning experience.

Assessment (includes both continuous and summative assessment)

Component	ILO Tested	Programme LO	Weighting	Team/ Individual
Continuous Assessment Planning a website Wireframing a website Design layouts	1,2,3	--	50%	Individual
Final Project: Coding and implementation of a simple website	1,2,3,4	--	30%	Individual
Continuous Assessment: Participation	5	--	20%	Individual
Total			100%	

Reading and References

1. Musciano, Chuck and Kennedy, Bill. *HTML & XHTML: The Definitive Guide* 6th Edition. O'Reilly Press, 2009
2. Meyer, Eric A. and Weyl, Estell., *CSS: The Definitive Guide*, O'Reilly Press, 2007
3. <https://www.w3schools.com>

Course Policies and Student Responsibilities**(1) General**

You are expected to complete all assigned readings, activities, assignments, attend all classes punctually and complete all scheduled assignments by due dates. You are expected to take responsibility to follow up with assignments and course related announcements. You are expected to participate in all project critiques, class discussions and activities.

(2) Punctuality

You are expected to be punctual for all classes. If you are more than 30 minutes late, you will be deemed as absent and will not be able to sign on the attendance register.

(3) Absenteeism

In-class activities make up a significant portion of your course grade. Absence from class without a valid reason will affect your participation grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies. There will be no make-up opportunities for in-class activities.

Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the [academic integrity website](#) for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

Planned Weekly Schedule*

*Subject to adjustment by instructor according to the teaching situation, students' progress, public holidays and unforeseeable circumstances. A revised schedule will be issued to students at the start of the semester.

Week	Topic	Course LO	Readings/ Activities
1	Introduction to the Course HTML Introduction <ul style="list-style-type: none"> ▪ Structure and Syntax ▪ Lists 	4,5	Lecture & Hands-on demonstrations Exercise
2	HTML Introduction <ul style="list-style-type: none"> ▪ Use of Images ▪ optimisation and compression for the web ▪ Tables and when to use them Assignment Briefing	1,2,4,5	Lecture & Hands-on demonstrations Exercise
3	CSS <ul style="list-style-type: none"> ▪ Introduction. What is CSS and Why ▪ Methods to implement CSS ▪ Syntax ▪ Basic Formatting Assignment Proposal Submissions	1,2,4,5	Lecture & Hands-on demonstrations Exercise
4	Wireframing & Prototyping – Basic User Interface / User Experience Overview HTML <ul style="list-style-type: none"> ▪ Divs / Sections CSS <ul style="list-style-type: none"> ▪ Formatting ▪ The Box Model 	1,2,4,5	Lecture & Hands-on demonstrations Group Exercise
5	CSS <ul style="list-style-type: none"> ▪ Position Property 	1,2,4,5	Lecture & Hands-on demonstrations Exercise
6	CSS <ul style="list-style-type: none"> ▪ Grids ▪ Floats & Clears 	1,2,3,4,5	Lecture & Hands-on demonstrations Exercise
7	CSS <ul style="list-style-type: none"> ▪ Using Fonts ▪ Principles of Responsive Design ▪ Media Queries 	1,2,3,4,5	Lecture & Hands-on demonstrations Exercise

8	CSS <ul style="list-style-type: none"> Navigation and Dropdown Menus 	1,2,3,4,5	Lecture & Hands-on demonstrations Exercise
9	CSS <ul style="list-style-type: none"> Transitions and Transforms Introduction to JQuery and use of 3rd party plugins	1,2,3,4,5	Lecture, hands-on demonstration
10-13	Assignment development and supervision		One-to-one feedback and supervision