

SCHOOL OF ARCHITECTURE & CONSTRUCTION

**MA WEB DESIGN AND CONTENT
PLANNING**

STUDENT HANDBOOK

2009 - 2010



the
UNIVERSITY
of
GREENWICH

PREFACE

Welcome to the School of Architecture & Construction.

This *Programme Handbook* contains important information relating to your specific Programme of Studies. It is complemented by the *General Information Student Handbook* (blue cover) , which gives essential information useful to all students in the School on accessing online information, assessment, pastoral care and assistance, University regulations, etc...

Please make sure you get both handbooks.

With our best wishes for a successful programme of studies.

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Disclaimer:

The University of Greenwich reserves the right to discontinue any class or programme, to alter any programme or to amend any other information without notice.

It is the intention of the School of Architecture & Construction to keep under review the content, teaching methods and assessment of the programmes and in consequence there may be changes which have overtaken the production of this Handbook, or which may occur during the year. Changes will be advised by the Programme Leaders.

You are reminded that all work produced during your programme of study may be retained by the School for reference, exhibition or quality assurance purposes.

1. PROGRAMME DETAILS

Award	Title	Approved Mode of Study	Programme Banner Code	UCAS code (if applicable)
MA	Web Design and Content Planning	Full-time	P11673	
MA	Web Design and Content Planning	Part-time	P11673	

2. PROFESSIONAL ACCREDITATION

No appropriate professional accreditation is currently available.

3. PROGRAMME TEAM

Programme Leader: David Watson (wd13@gre.ac.uk)

Other members of the programme team are all the lecturers teaching on the various courses which are approved for the programme.

The name of each course co-ordinator is written next to each course on the programme structure chart in Section 4.

Some courses are shared by students who are registered on different programmes.

4. PROGRAMME STRUCTURE

PART TIME MODE

School of Architecture and Construction	Session 2009/10
Programme: MA Web Design and Content Planning	
Programme Leader: David Watson	
Programme Banner Code: P11673	
Stage 1	
Webpage Design DESI1046 David Watson	
Website Planning DESI1047 David Watson	
Content Management DESI1051 Tom Turner	
Stage 2	
Net Art/Criticism DESI1054 David Watson	
Web Thesis Project DESI1053 Tom Turner	

5. PERMITTED LENGTH OF REGISTRATION

Title	Mode	Normal Duration (Years)	Normal Maximum Period of Duration (years) (i)
MA Web Design and Content Planning	FT	2 years	3
MA Web Design and Content Planning	PT	21 months (2 academic years with completion in the Autumn following the 2 nd academic year.)	5

(i) Provided there is no substantial change to the programme during that period.

6. AIMS AND LEARNING OUTCOMES

6.1 Programme Aims

The central aim of the MA Web Design and Content Planning is to teach the skill of designing excellent websites within an analytical and critical framework. This represents an enormous intellectual challenge. The first generation of static websites was largely the work of technical experts. Hand-coded in HTML, many were plain text with ghastly colouring. A second generation of websites, often produced with image-editing software, was largely the work of graphic designers. A well-known book, by Siegel, described them as ‘killer websites’ and a usability expert responded that death was most likely to occur in the businesses of those who commissioned such websites. Graphic-centered websites tended to be slow-loading, hard to navigate and unsuited to viewing with different browsers or on a range of monitors. Third generation websites have learned from their predecessors and often use database-driven dynamic sites with a HTML front-end. This facilitated e-commerce but did not provide the hoped-for revenue streams in either business-to-consumer or business-to-business web operations. Yet in the 12 months after the March 2000 dotcom crash the number of webpages grew by an estimated 7 million pages/day and doubled from 1 billion to 2 billion (<http://wilsonweb.com/wmt6/issue98.htm>). The March 2000 Dotcom Crash shifted public perception of the web from ‘a land of opportunity’ to ‘an ocean of wrecks’ but it remains a land of growth and few doubt the web will change business, government and society, as did mechanical engines, the telephone system and personal computers.

The course team’s response to the circumstances outlined above is to bring web design within the fold of an established design school with a critical tradition and long experience of seeking a just balance between aesthetic, technical and functional considerations. Structures and websites falter, fail, fall and go out of business when emphasizing one of these qualities at the expense of the others.

The specific aims of the programme are to develop:

- an analytical and critical framework in which to reflect upon, and set, the appraisal, planning and design of webpages, websites and web content;
- skill in the graphic aspects of webpage design, including typography, colour, and imaging;
- skill in the use of web design techniques and software, including hand-coding, image-editing, web authoring and site management software (eg Notepad, Photoshop, DreamWeaver, FrontPage);
- knowledge of content management, usability, testing and professional issues relating to large websites, including navigation, information architecture and information searching;
- familiarity with research and testing methods appropriate to web sites;
- opportunities to debate theories of web design and to generate an innovative project as a major element of independent work.

6.2 Learning Outcomes

On completing the programme a student will have the necessary skills to draw information from many sources in order to manage and implement the planning, design and publication of a medium-sized website (say 5,000 pages).

The learning outcomes of the MA programme can be classified as relating to design, techniques and content management:

6.2.1 Design learning outcomes

On completing the program students will:

- have a critical approach to web design aesthetics in relation to technical and functional issues;
- be familiar with theories relating to the design processes and web architecture;
- have a critical awareness of how information can be envisioned;
- be able to move between traditional and computer graphics;
- understand the principles of design with colour, images, typography layout and sound;
- understand the principles of information architecture and useability engineering;
- understand how to design for accessibility by people with disabilities;
- be able to generate, analyse and discuss innovative design concepts.

6.2.2 Technical learning outcomes

On completing the program students will:

- have a critical appreciation of technical issues in relation to design and content issues;
- be aware of browser compatibility issues;
- be able to capture images and text;
- be able to hand-code in HTML and understand the principles of markup languages and style sheets (using programmes like Notepad, Bbedit, Homesite);
- understand scripting (eg for JavaScript and database integration);

- understand the principles of digital photography, image manipulation and graphic file formats;
- be familiar with web-authoring and site management software (using programmes like Dreamweaver and FrontPage);
- be able to reflect upon, assess and debate alternative technical solutions to design problems.

6.2.3 Content-related learning outcomes

On completing the program students will:

- have a critical appreciation of information architecture as it relates to the technical and design issues for intranets and public websites;
- have a systematic approach to the website content creation and maintenance process, including the use of databases and specialised content management software;
- have a good understanding of search tools, as they are used by the public and as they can be used to obtain specialist information relating to web design;
- be familiar with email marketing and the management of web communities;
- have a critical understanding of alternative web business models;
- be able to plan a search engine and directory strategy;
- be able to analyse server logs and other web metrics;
- have an ability to self-direct the content creation process.

7.0 ASSESSMENT

7.1 Assessment Schedule

Programmes are made of courses. The specification for each course can be viewed via Banner Web. Each course specification has a section on assessment. Please read this carefully. This will enable you to understand how each course is assessed, how many pieces of coursework you will submit or if there are any examinations for the course.

A detailed schedule of assessment with hand-in dates for coursework, dates for presentation, dates for submission of portfolios, dates for ‘crits’ as appropriate, should be given by the course co-ordinator at the start of each course.

7.2 General Assessment Regulations

Unless otherwise stated below, your programme will be assessed in accordance with the University’s **Academic Regulations** (Academic Regulations for Undergraduate Taught Awards; Academic Regulations for Graduate and Postgraduate Taught Awards; Academic Regulations for Research Awards) which are available on the website of The Office of Student Affairs/Information and Publication.

8. WHAT NEXT?/CAREER/JOBS/FURTHER STUDIES

Some graduates may become professional web designers. Most will become the designers and content managers of large institutional websites - for companies, professional offices, government and educational institutions. We invite organisations to send staff to learn these skills. We will help the professions to 'add an e' so that, for example, teachers can become e-Teachers, architects can become e-Architects and lawyers can become e-Lawyers. Every type of organisation needs people who can apply discipline and flair to the web content creation and management process.

9. COURSE SPECIFICATIONS AND READING LISTS AND WHERE TO FIND THEM

Programme: MA Web Design and Content Planning

Course specifications/definitions:

For each course, we specify the number of credits, the aims of the course, its academic level, its learning outcomes, its indicative content and how it will be assessed (for instance: how many pieces of coursework, portfolio or exams). It is important that you become familiar with the definition for each course on your programme (see course specifications enclosed in this handbook).

Each course specification (or definition) may also be viewed on the University BannerWeb system. You will need your user ID and a PIN number. These will have been given to you at registration. To view the course specification for any approved course in the University: log into BannerWeb, then click on 'Student Services', then click on 'Registration' then click on 'Authorised Course List' for current academic session, then click on course code. The current course specification/definition will come up.

Reading lists:

You can access your tutor's reading list, or the reading list relating to a particular course, via the Library home page as follows: open the University home page at www.gre.ac.uk ; then click on 'Library and Online Learning'; then click on 'Search the library catalogue'; then click on 'View items on your reading list'. You may also be given reading lists with your course hand-outs.

Course Specifications (alphabetical order by course title)

Content Management	DESI1051
Net Art/Criticism	DESI1054
Webpage Design	DESI1046
Website Planning	DESI1047
Web Thesis Project	DESI1052

COURSE SPECIFICATIONS

COURSE CODE: DESI 1051

SCHOOL: Architecture & Construction

COURSE TITLE: CONTENT MANAGEMENT

Course Co-ordinator: Tom Turner

Level: M

Credit: 30

Team: Communication Media for Design

Introduction and Rationale

This course introduces students who have studied, or are studying, the design of webpages and websites to the issues involved in planning and managing the content of larger websites.

Aims

The course takes an overview of the factors which influence decisions about managing the content and organisation of large websites. Content is reviewed from the standpoints of both producers and consumers.

Learning Outcomes

On completing this course students will:

- be able to analyse and co-ordinate the content creation process in relation to the disparate objectives of producers, users, managers and copyright owners;
- be able to design creative strategies for information architecture and navigation;
- be able to debate alternative business models for supporting web content in relation to current issues and approaches (sponsorship, advertising, subscriptions, e-tailing etc).
- understand the advantages and disadvantages of databases in organising and maintaining web content;
- be skilled in the use of search tools and able to develop a search engine and publication strategy.

Indicative Content

Useability and information architecture. Methods of website appraisal. Uses of server logs and other statistics. Reviews of 'Top Ten' website lists with regard to aesthetic, technical content and business model considerations. Uses of subwebs, databases and content management software for updating, editing and publishing web content. Editing content from providers who use varied content creation software (word processors, web editors, databases, graphic software). Use of search tools to obtain website design and management information. Use of search tools by the public. Search engine optimisation. Copyright issues.

Main Learning and Teaching Activities

Studio workshops, seminars and tutorials.

Assessment Details

Methods of Assessment	Grading Mode	Weighting %	Minimum Pass Mark	Words Length	Outline Details
Discussion Log		75%	average 40%	5000	A set of annotated notes on content strategy, in web format, detailing topics investigated, sources consulted and points considered.
Seminar Paper		25%		1500	A subject guide and seminar paper on a specified aspect of content strategy.

Indicative Texts:

ISBN Number	Author	Date	Title	Publisher
	Kim.AJ		Community Building on the Web	Peachpit Press
	Dyson.E		Release 2.1	Penguin Books
0140286845	Schwartz.E	2000	Digital Darwinism	Penguin Books
	Flore.F		e-Marketing Strategies	
	Fleming.J	1998	Case Studies and Interviews : Web Navigation : Designing the User Experience	
1565922824	Rosenfeld.L Morville.P	1998	Information Architecture for the World Wide Web	O'Reilly & Associates
0752826069	Wolff.M	1999	Burn Rate	
0752826069	Schwartz.E	1999	Webonomics	Penguin Books
0471344044	Zeff.RL	1999	Advertising on the Internet	John Wiley
02053090X	Strunk.WS Jr White.EB		The Elements of Style	Allyn & Bacon
0240803817	Garrand.TP		Writing for Multimedia and the Web	Focal Press
	Pardi.WJ		XML in Action	Microsoft Press
Information Architecture: http://webreview.com Argus Clearinghouse website: http://www.argus-inc.com/iaguide/ Brent Winters Web Position website: http://www.webposition.com Danny Sullivan's Search Engine Watch: www.searchenginewatch.com The Journal of Electronic Publishing ISSN 1080-2711 http://www.press.umich.edu/jep/				

COURSE SPECIFICATIONS

COURSE CODE: DESI1054 **SCHOOL:** Architecture & Construction
COURSE TITLE: NET ART/CRITICISM
Course Co-ordinator: David Watson
Level: M **Credit:** 30 **Team:** Communication Media for Design

Introduction and Rationale

This course is intended to introduce students to the internet as a site and a medium for art. It covers both the production of an artwork, and the development of a theoretical and historical framework for understanding and evaluating net art.

Aims

To facilitate ongoing research and participation in this exciting area of cultural practice, and to encourage students to approach information technology with a critical awareness of its potential as well as its cultural and aesthetic-political imperatives. The internet is treated as having equal status with other more traditional media (drawing, painting, poetry, fiction). It can combine word, image, and sound like cinema. It can be poetic, it can be drawn upon man-made and natural objects like photography. It can be used to create virtual analogues of traditional design productions (eg sculpture, building landscapes). It is a medium with dramatic potential for the C21, as cinema had for the C20.

Learning Outcomes

On completing this course, students will: have a critical understanding of the potential and limitations of the web as a medium between artist and audience; be able to produce websites which can be judged against the criteria of traditional works of art; be able to use web design as an interactive medium; be able to exercise imagination and creativity in exploiting the opportunities provided by the internet and the world wide web; be able to apply critical judgements to net art; have an appreciation of the professional and commercial aspects of web art.

Indicative Content

1. Net art criticism: This element begins by examining the historical precedents of net art and its relationship to the 'new media' of the late C19 and early C20, particularly the 'new vision' photography and film of Russian and European Modernists. The curriculum traces the threads and networks of information-centric art through Systems Art, Conceptualism, Situationalism and Media Art to the present day. Students are encouraged to participate in dialogues and critical processes on-line and to develop links, communities and strategies of their own for navigating net art.

2. Net art practice: Students will produce a number of projects and designs that relate to their contextual studies of the internet. The internet is viewed not as a media specific environment, but as one which encompasses all existing processes and media, so students will be encouraged to experimentally combine and interface 'old' and 'new' media. They will be encouraged and helped to develop the necessary skills to become their own internet-broadcaster, gallerist and curator.

Main Learning and Teaching Activities

Studio workshops, seminars and tutorials.

Assessment Details

Methods of Assessment	Grading Mode	Weighting %	Minimum Pass Mark	Words Length	Outline Details
Net Art Project		50%	40%		
Net Art Criticism		50%	40%	3,000	

COURSE SPECIFICATIONS

COURSE CODE: DESI1046 **SCHOOL:** Architecture & Construction
COURSE TITLE: WEBPAGE DESIGN
Course Co-ordinator: David Watson
Level: M **Credit:** 30 **Team:** Communication Media for Design

Introduction and Rationale

This course deals with the design of webpages as the building blocks of larger websites. It is intended for graduates, from a wide range of disciplines, who also have an analytical ability, an enthusiasm for design and a prior familiarity with standard office software and operating systems.

Aims

The course aims to introduce students to the technical and aesthetic aspects of webpage design.

Learning Outcomes

On completing this course students will:

- be able to undertake hand-coding in HTML;
- control design and layout using CSS;
- implement basic JavaScript behaviours;
- appreciate the principles of design with type, colour, images and page layout;
- have a knowledge of design procedures and file formats for web graphics;
- have experience of representing information graphically and creating “user-centered designs”;
- be able to use web design software for coding and visual editing;
- have skill in the use of image-editing software;
- understand how to design web pages for search engine visibility;
- know how to design for accessibility by people with disabilities.

Indicative Content

The course begins with an introduction to the principles of web design, including the need for a balance between technical, aesthetic and functional objectives. Methods of data-capture (scanning, OCR, digital photography, file-import etc) are explored with due consideration of graphic file formats. Webpage design commences with the hand-coding of HTML and the techniques required for effective page layout and design, including cascading style sheets (CSS). This leads on to the use of image-editing and web-authoring software. The course also includes a review of contemporary webpage design including a critical analysis of “real world” examples. At each stage critical debate is structured and encouraged.

Main Learning and Teaching Activities

Studio workshops, seminars and tutorials.

Assessment Details

Methods of Assessment	Grading Mode	Weighting %	Minimum Pass Mark	Words Length	Outline Details
Assignments		75%	40%		A series of short projects dealing with aspects of webpage design.
Seminar Paper		25%	40%	1500	A paper on a specified aspect of webpage design.

Indicative Texts:

ISBN Number	Author	Date	Title	Publisher
0300088981	Lynch. PJ Horton. S	2002	Web Style Guide: Basic Design Principles for Creating Web Sites http://www.webstyleguide.com	Yale University Press
0735712026	Garrett. JJ	2003	The Elements of User Experience	New Riders
0961392118	Tufte.ER	1990	Envisioning Information	Graphics Press UK
0596001967	Niederst. J	2001	Web Design in a Nutshell	O'Reilly UK
0764537008	Peck. W	2003	Great Web Typography	John Wiley & Sons Inc
1844031071	Pring. R	2000	www.colour: Effective Use of Colour for Web Page Design	Cassell Illustrated
0735710791	Weinman.L	2003	Designing Web Graphics 4	New Riders
2880467659	Slocombe. M	2003	Max Hits: Building Successful Websites	RotoVision
076453694X	McClelland. D	2002	Photoshop 7 Bible	John Wiley & Sons Inc
0201730847	Cranford Teague. J	2001	DHTML and CSS for the World Wide Web: Visual QuickStart Guide	Peachpit Press
0201735172	Negrino. T Smith. D	2001	JavaScript for the World Wide Web: Visual QuickStart Guide	Peachpit Press
0201844451	Towers. JT	2002	Macromedia Dreamweaver MX for Windows and Macintosh	Peachpit Press
0500283842	Bruinsma. M	2003	Deep Sites: Intelligent Innovation in Contemporary Web Design	Thames & Hudson
0201886782	Davis. J Merritt. S	1998	The Web Design Wow! Book: Showcasing the Best of On-screen Communication	Addison Wesley
0321130073	Castro. E	2002	HTML for the World Wide Web with XHTML and CSS: Visual QuickStart Guide	Peachpit Press
W3 Schools:		http://www.w3schools.com		
Web Page Design for Designers:		http://www.wpdfd.com		
glassdog Web Design:		http://glassdog.com/design-o-rama		
digitalthread:		http://www.digitalthread.com		
CADTutor - Web Building:		http://www.cadtutor.net/wb		

COURSE SPECIFICATION

COURSE CODE: DESI 1047

SCHOOL: Architecture & Construction

COURSE TITLE: WEBSITE PLANNING

Course Co-ordinator: Stuart Allan

Level: M

Credit: 30

Team: Communication Media for Design

Introduction and Rationale

This course can be taken in parallel with, or following, the related course in webpage design.

Aims

This course aims to provide an introduction to the planning of websites where it is necessary to achieve functional, aesthetic and management relationships between large sets of webpages.

Learning Outcomes

On completing this course students will:

- have a systematic understanding of the issues involved in planning the set of pages which comprise a website;
- be able to use web-authoring and site management software;
- understand the principles of mark-up languages and style sheets;
- have a critical appreciation of the relationship between technical, aesthetic and function issues in website planning, combined with an ability to make informed judgements.

Indicative Content

Authoring software. Naming and organising files and folders. Navigation, buttons, roll-overs, top- and side bars. Use of splash pages, site maps, response forms, databases and discussion webs. Browser and monitor compatibility. Site management and security issues. File Transfer Protocol (FTP) and other methods of web-publishing. Planning for website maintenance.

Main Learning and Teaching Activities

Studio workshops, seminars and tutorials.

Assessment Details

Methods of Assessment	Grading Mode	Weighting %	Minimum Pass Mark	Words Length	Outline Details
Assignments		75%	average 40%		A series of short projects dealing with aspects of website planning.
Seminar Paper		25%		1500	A paper on a specified aspect of website planning

Indicative Texts:

ISBN Number	Author	Date	Title	Publisher
078212187X	Flanders.V Willis.M	1998	Web Pages that Suck	
047114276X	Sano.D	1996	Designing Large-Scale Web Sites : A Visual Design Methodology	John Wiley and Sons
	Hakon.L Bos.B	1999	Cascading Style Sheets, Second Edition : Designing for the Web	Addison Wesley
	Spool.J et al	1998	Web Site Useability : A Designer's Guide	
0300076754	Lynch.PL Horton.S		Web Style Guide	Yale University Press

	McClelland.D et al	2000	Studio Secrets Web Design (2 nd edition)	IDG Books
007211939X	Matthews.M Poulsen.E	1999	FrontPage 2000 : The Complete Reference	Osborne McGraw-Hill
0072122978	Powell.TA	2000	Web Design : The Complete Reference	Osborne McGraw-Hill
2880464641	Kahn.P Kryzstof.L	2001	Mapping Websites	Roto Vision
Websitethatsuck homepage: http://www.webpagesthatsuck.com/index.html Open Directory useful WWW links: http://dmoz.org/Computers/Internet/WWW/ Essay on Zen and the Art of Websites : http://www.tlc-systems.com/webtips.shtml W3 specification for style sheets: http://www.w3.org/tr/rec-css1				

COURSE SPECIFICATIONS

COURSE CODE: DESI1052 **SCHOOL:** Architecture & Construction
COURSE TITLE: WEB THESIS PROJECT
Course Co-ordinator: Tom Turner
Level: M **Credit:** 60 **Team:** Communication Media for Design

Introduction and Rationale

This course integrates the work of the web masters programme and gives students an opportunity to produce a major item of independent work.

Aims

This course aims to give students an opportunity to plan a website, which will be related, normally, to a personal, professional or cultural interest. Students may choose to focus on: website architecture; web content and usability; web analysis and strategy.

Learning Outcomes

On completing this course, students will: be able to carry out web-related research; be familiar with relevant software and professional practice matters relating to web consultancy (budgeting, project management, team management, client agreements, client presentations); be able to assemble web content; be able to plan, design, publish, manage and maintain a website for a well-defined purpose; be able to explain and justify the web project in relation to its precedents (books, articles, electronic publications); have experience of taking part in a structured appraisal of a group of websites; be able to generate an innovative project.

Indicative Content

A brief for the planning and design of a website will be produced in consultation with students, staff and others. Professional practice matters will be examined and debated. A structured process will be followed, with a series of presentations and critical reviews. Students will be team leaders for their own projects and will be encouraged to act as team members (e.g. surrogate clients and usability testers) for other projects. A domain will be registered. The content will be organised, produced and published. The site will be submitted to search engines and directories. Websites will be appraised from aesthetic, technical and functional points of view.

Main Learning and Teaching Activities

Studio workshops, seminars and tutorials.

Assessment Details

Methods of Assessment	Grading Mode	Weighting %	Minimum Pass Mark	Words Length	Outline Details
Research Report & Brief		25%	40%		
Web Thesis Project		75%	40%		