

<b>Module code: MOD000090</b>	<b>Version: 4    Date Amended: 24/Jan/2020</b>
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<b>1. Module Title</b>
Introduction to Web Design

<b>2a. Module Leader</b>
Omayma Alqatawneh

<b>2b. School</b>
Cambridge School of Art

<b>2c. Faculty</b>
Faculty of Arts, Humanities, Education and Social Sciences

<b>3a. Level</b>
4

<b>3b. Module Type</b>
Standard (fine graded)

<b>4a. Credits</b>
15

<b>4b. Study Hours</b>
150

<b>5. Restrictions</b>			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
<b>Courses to which this module is restricted:</b>	BA (Hons) Graphic Design, BA (Hons) Graphic And Typographic Design, BA (Hons) Graphic and Web Design.		

## LEARNING, TEACHING AND ASSESSMENT INFORMATION

### 6a. Module Description

The module provides an introduction to web design and to the informed use of professional web design software. It is designed to equip you with the technical vocabulary necessary for the description and analysis of web material, and a working knowledge of industry-standard webdesign tools. This module introduces a variety of technologies, both code and non-code based.

You will undertake projects designed to explore and demonstrate an understanding of web design processes and media. These will be presented in a portfolio at the end of the trimester for assessment.

### 6b. Outline Content

- Introduction to web design principles and best practices
- Using content management systems
- Introduction to type for the web
- Introduction to preparing visual content for the web

### 6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

### 6d. Specialist Learning Resources

Apple Mac Suite Current versions of specialist software

## 7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Demonstrate an understanding of web design in visual communication.
2	Knowledge and Understanding	Demonstrate competence with web site creation tools.
3	Intellectual, practical, affective and transferrable skills	Develop self-directed learning under supervision.
4	Intellectual, practical, affective and transferrable skills	Demonstrate through submitted work constructive responses to criticism.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2024/5	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	None	None
Other teacher managed learning	36	1-4	Group tutorials, briefing sessions, critiques, reviews one-to-one feedback on work-in progress. Guided learning in the form of studio practice and supported workshops
Student managed learning	114	1-4	Use of open access studio, workshop and computer suites. Research in libraries, museums and galleries. Off-site and location working.
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	30 (%)
Portfolio of Outcomes: Equivalent to 3000 word-count. Set of short projects completed during the semester.					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7\*).

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above
- (b) pass any pass/fail elements

[\* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]