

## Module 1 : Web Authoring

<b>Stage</b>				1			
<b>Semester</b>				1			
<b>Module Title</b>				Web Authoring			
<b>Module Number</b>				1			
<b>Module Status</b>				Mandatory			
<b>Module ECTS Credits</b>				10			
<b>Module NFQ level</b>				9			
<b>Pre-Requisite Module Titles</b>				None			
<b>Co-Requisite Module Titles</b>				None			
<b>Capstone Module?</b>				No			
<b>List of Module Teaching Personnel</b>				Ruairi Murphy, Mark Scanlon			
<b>Contact Hours</b>				<b>Non-contact Hours</b>			<b>Total Effort (hours)</b>
60				140			200
<b>Lecture</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Seminar</b>	<b>Assignment</b>	<b>Placement</b>	<b>Independent Work</b>	
24	18	18		60		80	200
<b>Allocation of Marks (Within the Module)</b>							
	<b>Continuous Assessment</b>	<b>Project</b>	<b>Practical</b>	<b>Final Examination</b>	<b>Total</b>		
<b>Percentage Contribution</b>	100				100%		

## **Intended Module Learning Outcomes**

On successful completion of this module the learner will be able to:

1. Demonstrate a detailed understanding of how the World Wide Web works and how people use it in a modern context.
2. Demonstrate a critical awareness of current Web trends and practices and issues facing modern Web communication.
3. Design, develop and build Standards-based Web sites, using modern technologies and practices.
4. Understand the cultural and personal effects of using the Web.
5. Use a range of Web broadcasting tools for effective communication.

## **Module Objectives**

The World Wide Web has become the dominate medium by which digital media is delivered and used worldwide. This module aims to explore the web as a channel of communication, looking at technology, design, business and cultural issues. Through a range of practical assignments learners engage with different types of web application and develop practical skills used for the design and management of online communication.

## **Module Curriculum**

### **Web Design and Technology**

Web Standards / HTML5 / CSS / Accessibility / Web Design / Information Architecture / Usability / Responsive and Mobile Design / JavaScript / Content Management Systems

### **Personal, Cultural and Business issues related to the web**

Privacy / Security / Copyright / Censorship / Web Services / Start Ups / Social Media

### **Web Broadcasting and Communication**

Blogging / Micro-Blogging / Podcasting Recording / Editing / Email / Videocasting

## Reading Lists and other learning materials

### Recommended Reading

Web Platform	Online Resource	<a href="http://docs.webplatform.org/wiki/Main_Page">http://docs.webplatform.org/wiki/Main_Page</a>	2012
Responsive Web Design	Ethan Marcotte	A Book Apart	2012

### Secondary Reading

Here Comes Everybody: The Power of Organizing Without Organizations	Clay Shirky	Penguin	2009
The Shallows: What the Internet Is Doing to Our Brains	Nicolas Carr	W. W. Norton & Company	2011

Additional reading as recommended by lecturer, appropriate to topic with a focus on web based materials (blogs, podcasts etc.)

### Module Learning Environment

Lectures are carried out in class rooms / lecture halls in the College. Lab tutorials are carried out in computer labs throughout the Campus. All have the software required to deliver the programme.

### Library

All learners have access to an extensive range of physical and electronic (remotely accessible) library resources. The library monitors and updates its resources on an on-going basis, in line with the College's Library Acquisition Policy. Lecturers update reading lists for this course on an annual basis as is the norm with all courses run by Griffith College.

### Module Teaching and Learning Strategy

Learners are taught using a combination of lectures and practical tutorials. The lectures cover current web technology and development techniques as well as exploring the importance of the web as a communication medium and expose the learner to its potential. Lectures also look at cultural, personal and business issues related to the web. Learners are asked to critically look at the role of the web in the modern world.

Tutorials are computer lab-based and are used to develop the learner's proficiency in web technology in a creative and innovative fashion. In addition to this, learners use various means of web broadcasting and publishing throughout the semester both in the lab and independently.

## Module Assessment Strategy

Assessment is based on continuous assessment covering web publishing and broadcasting as well as reflection and analysis on how the web is used in a modern context. Learners create content using various web mediums which reflects on web culture, as well as designing and building a website using web standards.

Learners are assessed on the following, completed during the course of the module:

Element No.	Weighting	Type	Description	Learning Outcomes Assessed
1.	20%	Assignment	Learners will maintain a blog for the duration of the module. On this blog they will reflect on course material and web and digital media.	1,5
2.	30%	Assignment	Learners will research, write and record a pod cast relating to a cultural, personal, social or economic issue with regards the web.	1,4,5
3.	50%	Project	Learners will plan, design and build a website using web standards technology. This will be for a 'client' and will require the learner to engage fully in the web design life cycle. Finished site must be built to professional standards including accessibility concerns and a mobile strategy.	2,3,4,5