



MONASH University

FIT9027
Website Authoring

Unit guide

Semester 2, 2008

Last updated : 18 Jun 2008

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FIT9027 Website Authoring - Semester 2 , 2008

Unit leader :

Kirsten Ellis

Lecturer(s) :

Berwick

- Kirsten Ellis

Caulfield

- William Lay

Tutors(s) :

Berwick

- Kirsten Ellis
- William Lay

Caulfield

- William Lay
- Ruben Hopmans

Introduction

Welcome to FIT1012 and FIT9027 - these units will be co-taught in Semester 2, 2008 at Caulfield and Berwick. FIT1012 is a core unit for the Bachelor of Information Technology and Systems (multimedia majors), and FIT9027 is a core unit for the Master of Multimedia. Both units are also open electives meaning anyone from any undergraduate course can enrol.

The unit will bring together coding-programming with design to help you create websites that can be published on the World Wide Web. If you have a message you want to get out to the world, then this is the unit that will help you do it. Even if you haven't had much experience with IT or with Art/design, the unit will help you to put your best talents to work.

Unit synopsis

This unit will develop the fundamental concepts of website authoring, from design to implementation. Students will develop skills in creating digital content which is authored to deal with the particular issues of web publishing. The unit will examine HTML/XHTML, Cascading Style Sheets (CSS), the W3C Document Object Model (DOM) and JavaScript as the fundamental website authoring suite. In addition HTML embedded server-side script languages, such as ColdFusion, will be used to create dynamic database driven content. The unit will also introduce wider W3C standards, web usability and web design specification.

Learning outcomes

At the completion of this unit students will have a theoretical and conceptual understanding of:

- the characteristics of commercial web sites and the authoring/management issues associated with them;
- the features and applicability of a range of software tools and methodologies which are used in the development of websites;
- internet standards and protocols, in particular the impact of World Wide Web Consortium (W3C) standards in this area;
- a web-based document as an instance of the W3C Document Object Model;
- website accessibility and usability issues;
- copyright related issues as they apply to web authoring.

At the completion of this unit students will have developed attitudes that enable them to:

- appreciate the flexibility required in dealing with clients in a variety of situations encountered in the tendering/authoring process;
- demonstrate a critical attitude towards assessing the success of websites;
- demonstrate a recognition of the strengths and weaknesses of information technology in the context of the development and use of web based multimedia systems.

At the completion of this unit students will have the skills to:

- code web pages using standard HTML/XHTML, including forms;
- create and manipulate digital content for websites, including basic audio and animation;
- make use of Cascading Style Sheets (CSS) to add style to web documents;
- use JavaScript to add interactivity to HTML pages;
- access and manipulate DOM objects in a web document;
- write HTML embedded script code (such as ColdFusion) to produce dynamic database driven web documents;
- produce design specification documents applicable to a web site authoring task.

Workload

For this unit, you will need to make the following time commitments:

- a two-hour lecture
- a two-hour tutorial
- 4 hours of private/group study per week (at a minimum)

Please note, non-attendance at lectures or tutorials is looked upon very poorly in this unit. If you miss classes without a valid reason, it will be your responsibility to ensure you are up to date with the coursework.

Unit relationships

Prerequisites

There are no prerequisites for this unit.

Relationships

This unit is a core unit in:

- Bachelor of Information Technology and Systems (Multimedia Major).
- Bachelor of Multimedia and Digital Arts
- Master of Multimedia
- Master of Multimedia Design (Technology Option A & B)

this unit is a prerequisite for:

- FIT2012/FIT9028 Digital Media Authoring
- FIT3044 Advanced Website Authoring.

You may not study this unit and CPE1003, FIT1011, IMS1402, MMS1402 or MMS9402 in your degree.

Continuous improvement

Monash is committed to 'Excellence in education' and strives for the highest possible quality in teaching and learning. To monitor how successful we are in providing quality teaching and learning Monash regularly seeks feedback from students, employers and staff. Two of the formal ways that you are invited to provide feedback are through Unit Evaluations and through Monquest Teaching Evaluations.

One of the key formal ways students have to provide feedback is through Unit Evaluation Surveys. It is Monash policy for every unit offered to be evaluated each year. Students are strongly encouraged to complete the surveys as they are an important avenue for students to "have their say". The feedback is anonymous and provides the Faculty with evidence of aspects that students are satisfied and areas for improvement.

Student Evaluations

The Faculty of IT administers the Unit Evaluation surveys online through the my.monash portal, although for some smaller classes there may be alternative evaluations conducted in class.

If you wish to view how previous students rated this unit, please go to <http://www.monash.edu.au/unit-evaluation-reports/>

Over the past few years the Faculty of Information Technology has made a number of improvements to its courses as a result of unit evaluation feedback. Some of these include systematic analysis and planning of unit improvements, and consistent assignment return guidelines.

Monquest Teaching Evaluation surveys may be used by some of your academic staff this semester. They are administered by the Centre for Higher Education Quality (CHEQ) and may be completed in class with a facilitator or on-line through the my.monash portal. The data provided to lecturers is completely anonymous. Monquest surveys provide academic staff with evidence of the effectiveness of their teaching and identify areas for improvement. Individual Monquest reports are confidential, however, you can see the summary results of Monquest evaluations for 2006 at <http://www.adm.monash.edu.au/cheq/evaluations/monquest/profiles/index.html>

Unit staff - contact details

Unit leader

Mrs Kirsten Ellis

Lecturer Part-time

Phone +61 3 990 47132

Fax +61 3 990 47125

Contact hours : Tuesday and Thursday

Lecturer(s) :

Mr William Lay

Contact hours : Monday 11:00-12:00; Tuesday 1:00-2:00

Mrs Kirsten Ellis

Lecturer Part-time

Phone +61 3 990 47132

Fax +61 3 990 47125

Tutor(s) :

Mrs Kirsten Ellis

Lecturer Part-time

Phone +61 3 990 47132

Fax +61 3 990 47125

Mr Ruben Hopmans

Postgraduate Student

Phone +61 3 990 47127

Mr William Lay

Additional communication information

At Caulfield, William can be found in room H6.40 during normal consultation times. Call through on extension 31214 to find if the room is attended.

Consultation outside of regular times is strictly by prior appointment only.

Teaching and learning method

Lectures will include theory and software demonstrations. Attendance is essential to learn proper use of the software.

Tutorials will consist of self-paced written tutorials as a foundation, augmented by one-to-one contact with the tutor for extended learning.

Tutorial allocation

Students should register for tutorials/laboratories using Allocate+.

Communication, participation and feedback

Monash aims to provide a learning environment in which students receive a range of ongoing feedback throughout their studies. You will receive feedback on your work and progress in this unit. This may take the form of group feedback, individual feedback, peer feedback, self-comparison, verbal and written feedback, discussions (on line and in class) as well as more formal feedback related to assignment marks and grades. You are encouraged to draw on a variety of feedback to enhance your learning.

It is essential that you take action immediately if you realise that you have a problem that is affecting your study. Semesters are short, so we can help you best if you let us know as soon as problems arise. Regardless of whether the problem is related directly to your progress in the unit, if it is likely to interfere with your progress you should discuss it with your lecturer or a Community Service counsellor as soon as possible.

Unit Schedule

Week	Topic	Key dates
1	Unit Introduction & The Internet in context	
2	The World Wide Web & Basic HTML	
3	XHTML, Validation & CSS Basics	
4	Typography; Colour; Images	Work Requirement 1 due
5	CSS Layout and Design	
6	Introduction to JavaScript	Work Requirement 2 due
7	JavaScript Programming Basics	
8	Testing and Web Servers	Assignment 1 due
9	Scripting using ColdFusion Markup Language	
10	Javascripted forms; Form validation, Server files	Work Requirement 3 due
11	SQL & Forms in ColdFusion	Work Requirement 4 due
Mid semester break		
12	Web Hosting & Publishing Tips	Assignment 2 due
13	Exam revision	

Unit Resources

Prescribed text(s) and readings

Text books are available from the [Monash University Book Shops](#). Availability from other suppliers cannot be assured. The Bookshop orders texts in specifically for this unit. You are advised to purchase your text book early.

Recommended text(s) and readings

- Creating Web Sites: The Missing Manual By Matthew MacDonald, O'Reilly, 2005

Required software and/or hardware

The unit covers the following software:

- Adobe/Macromedia Dreamweaver
- Adobe Photoshop

All software will be provided in computer laboratories (if you wish to have after-hours access, this can be arranged with ITS). Alternatively, students may use their home computer with their own copies of the software installed.

Software may be:

- Purchased at academic price at good software retailers
- Trial versions of software are available from publishers' websites

Equipment and consumables required or provided

Students are responsible for ensuring that they have access to a computer capable of running the software required for this unit.

Study resources

Study resources we will provide for your study are:

- Weekly detailed lecture notes outlining the learning objectives, discussion of the content, required readings and exercises
- Weekly tutorial or laboratory tasks and exercises
- Details assignment specifications
- A sample examination paper and suggested solution
- Online discussion groups

Unit resources will be made available on the Monash Blackboard Learning System.

Library access

The Monash University Library site contains details about borrowing rights and catalogue searching. To learn more about the library and the various resources available, please go to <http://www.lib.monash.edu.au>. Be sure to obtain a copy of the Library Guide, and if necessary, the instructions for remote access from the library website.

Monash University Studies Online (MUSO)

All unit and lecture materials are available through MUSO (Monash University Studies Online). Blackboard is the primary application used to deliver your unit resources. Some units will be piloted in Moodle. If your unit is piloted in Moodle, you will see a link from your Blackboard unit to Moodle (<http://moodle.monash.edu.au>) and can bookmark this link to access directly. In Moodle, from the Faculty of Information Technology category, click on the link for your unit.

You can access MUSO and Blackboard via the portal: <http://my.monash.edu.au>

Click on the Study and enrolment tab, then Blackboard under the MUSO learning systems.

In order for your Blackboard unit(s) to function correctly, your computer needs to be correctly configured.

For example:

- Blackboard supported browser
- Supported Java runtime environment

For more information, please visit: <http://www.monash.edu.au/muso/support/students/downloadables-student.html>

You can contact the MUSO Support by: Phone: (+61 3) 9903 1268

For further contact information including operational hours, please visit:
<http://www.monash.edu.au/muso/support/students/contact.html>

Further information can be obtained from the MUSO support site:
<http://www.monash.edu.au/muso/support/index.html>

Assessment

Unit assessment policy

- Attend 80% of the tutorials (or have acceptable documents to excuse absences).
- Achieve a mark at least 40% for the practical components of assessment.
- Achieve a mark at least 40% for the examination component of assessment.
- Achieve an overall mark of 50% or above.

Assignment tasks

• Assignment Task

Title : HTML/CSS Website

Description :

A 5-page informational website designed to W3C standards. To be undertaken individually.

Weighting : 20%

Criteria for assessment :

Site aims

- ◆ Definition of target audience
- ◆ Statement of site and user goals
- ◆ Suitability to target audience

Technical criteria

- ◆ XHTML validation using thw W3C validator
- ◆ Appropriateness of XHTML structure
- ◆ Application of CSS
- ◆ Degradability of CSS
- ◆ File naming and arrangemnt
- ◆ Adaptability to various screen sizes
- ◆ Cross-browser compatability

Visual design

- ◆ Overall visual concept
- ◆ Appropriate use of images in design
- ◆ Layout of page elements
- ◆ Use of conventions and metaphors
- ◆ Branding (colours, logos, look & feel)

Information architecture

- ◆ Overall site structure
- ◆ Clear content heirarchy
- ◆ Accessibility of navigation
- ◆ Readabilty of content

- ◆ Search engine optimisation

Due date : Week 8 (Friday 3pm)

• **Assignment Task**

Title : Group Project

Description :

A commercial website for a retail company, accessing a product database.

Work to be undertaken in a group of three, with each member taking a specific role in development.

Weighting : 20%

Criteria for assessment :

Site aims

- ◆ Definition of target audience
- ◆ Statement of site and user goals
- ◆ Suitability to target audience

Technical criteria

- ◆ XHTML validation using thw W3C validator
- ◆ Appropriateness of XHTML structure
- ◆ Application of CSS
- ◆ Degradability of CSS
- ◆ File naming and arrangemnt
- ◆ Adaptability to various screen sizes
- ◆ Cross-browser compatability

Visual design

- ◆ Overall visual concept
- ◆ Appropriate use of images in design
- ◆ Layout of page elements
- ◆ Use of conventions and metaphors
- ◆ Branding (colours, logos, look & feel)

Information architecture

- ◆ Overall site structure
- ◆ Clear content heirarchy
- ◆ Accessibility of navigation
- ◆ Readabilty of content
- ◆ Search engine optimisation

Due date : Week 8 (Friday 3pm)

- **Assignment Task**

Title : Work Requirements

Description :

There will be 4 minor work requirement tasks, due at various times throughout the semester.

Weighting : 20%

Criteria for assessment :

Fulfilment of basic requirements, and completion of additional tasks.

Due date : Weeks 4, 6, 10 & 11

Examinations

- **Examination**

Weighting : 40%

Length : 2 hours

Type (open/closed book) : Closed book

Assignment submission

Assignments must be uploaded to the **studentweb** server by the due date. You may also be asked to submit a hard copy of your assignments on CD-ROM.

Assignment submissions by any other methods will not be accepted unless by prior arrangement.

Assignment coversheets

You must complete a **Plagiarism Declaration** on MUSO before assignments will be accepted.

University and Faculty policy on assessment

Due dates and extensions

The due dates for the submission of assignments are given in the previous section. Please make every effort to submit work by the due dates. It is your responsibility to structure your study program around assignment deadlines, family, work and other commitments. Factors such as normal work pressures, vacations, etc. are seldom regarded as appropriate reasons for granting extensions. Students are advised to NOT assume that granting of an extension is a matter of course.

Requests for extensions must be made to the unit lecturer at your campus at least two days before the due date. You will be asked to forward original medical certificates in cases of illness, and may be asked to provide other forms of documentation where necessary. A copy of the email or other written communication of an extension must be attached to the assignment submission.

Late assignment

Assignments received after the due date will be subject to a penalty of 10% per day, including weekends.

Students should note that they are, at all times responsible for their work. All relevant data should be backed up on a regular basis. The university has CD burners in the computer labs and blank CDs may be purchased through the campus bookstore.

Loss of project work through hardware failure, virus, or any other reason is not accepted as an excuse for late or non-submission of work.

Return dates

Students can expect assignments to be returned within two weeks of the submission date or after receipt, whichever is later.

Assessment for the unit as a whole is in accordance with the provisions of the Monash University Education Policy at <http://www.policy.monash.edu/policy-bank/academic/education/assessment/>

We will aim to have assignment results made available to you within two weeks. Your mark and feedback will be emailed to your Monash student email address. Websites on CD will not be returned unless a request is made, so keep a backup copy of your assignments.

Plagiarism, cheating and collusion

Plagiarism and cheating are regarded as very serious offences. In cases where cheating has been confirmed, students have been severely penalised, from losing all marks for an assignment, to facing disciplinary action at the Faculty level. While we would wish that all our students adhere to sound ethical conduct and honesty, I will ask you to acquaint yourself with Student Rights and Responsibilities (<http://www.infotech.monash.edu.au/about/committees-groups/facboard/policies/studrights.html>) and the Faculty regulations that apply to students detected cheating as these will be applied in all detected cases.

In this University, cheating means seeking to obtain an unfair advantage in any examination or any other written or practical work to be submitted or completed by a student for assessment. It includes the use, or attempted use, of any means to gain an unfair advantage for any assessable work in the unit, where the means is contrary to the instructions for such work.

When you submit an individual assessment item, such as a program, a report, an essay, assignment or other piece of work, under your name you are understood to be stating that this is your own work. If a submission is identical with, or similar to, someone else's work, an assumption of cheating may arise. If you are planning on working with another student, it is acceptable to undertake research together, and discuss problems, but it is not acceptable to jointly develop or share solutions unless this is specified by your lecturer.

Intentionally providing students with your solutions to assignments is classified as "assisting to cheat" and students who do this may be subject to disciplinary action. You should take reasonable care that your solution is not accidentally or deliberately obtained by other students. For example, do not leave copies of your work in progress on the hard drives of shared computers, and do not show your work to other students. If you believe this may have happened, please be sure to contact your lecturer as soon as possible.

Cheating also includes taking into an examination any material contrary to the regulations, including any bilingual dictionary, whether or not with the intention of using it to obtain an advantage.

Plagiarism involves the false representation of another person's ideas, or findings, as your own by either copying material or paraphrasing without citing sources. It is both professional and ethical to reference clearly the ideas and information that you have used from another writer. If the source is not identified, then you have plagiarised work of the other author. Plagiarism is a form of dishonesty that is insulting to the reader and grossly unfair to your student colleagues.

Register of counselling about plagiarism

The university requires faculties to keep a simple and confidential register to record counselling to students about plagiarism (e.g. warnings). The register is accessible to Associate Deans Teaching (or nominees) and, where requested, students concerned have access to their own details in the register. The register is to serve as a record of counselling about the nature of plagiarism, not as a record of allegations; and no provision of appeals in relation to the register is necessary or applicable.

Non-discriminatory language

The Faculty of Information Technology is committed to the use of non-discriminatory language in all forms of communication. Discriminatory language is that which refers in abusive terms to gender, race, age, sexual orientation, citizenship or nationality, ethnic or language background, physical or mental ability, or political or religious views, or which stereotypes groups in an adverse manner. This is not meant to preclude or inhibit legitimate academic debate on any issue; however, the language used in such debate should be non-discriminatory and sensitive to these matters. It is important to avoid the use of discriminatory language in your communications and written work. The most common form of discriminatory language in academic work tends to be in the area of gender inclusiveness. You are, therefore, requested to check for this and to ensure your work and communications are non-discriminatory in all respects.

Students with disabilities

Students with disabilities that may disadvantage them in assessment should seek advice from one of the following before completing assessment tasks and examinations:

- Faculty of Information Technology Student Service staff, and / or
- your Unit Coordinator, or
- Disabilities Liaison Unit

Deferred assessment and special consideration

Deferred assessment (not to be confused with an extension for submission of an assignment) may be granted in cases of extenuating personal circumstances such as serious personal illness or bereavement. Information and forms for Special Consideration and deferred assessment applications are available at <http://www.monash.edu.au/exams/special-consideration.html>. Contact the Faculty's Student Services staff at your campus for further information and advice.