



MONASH University

FIT9027
Website authoring

Unit Guide

Semester 2, 2009

The information contained in this unit guide is correct at time of publication. The University has the right to change any of the elements contained in this document at any time.

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FIT9027 Website authoring - Semester 2, 2009

Chief Examiner:

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Caulfield

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

Introduction

Welcome to FIT1012 and FIT9027 - these units will be co-taught in Semester 2, 2009 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 basic 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 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:

1. the characteristics of commercial web sites and the authoring/management issues associated with them
2. the features and applicability of a range of software tools which are used in the development of websites
3. internet standards and protocols, in particular the impact of World Wide Web Consortium (W3C) standards in this area
4. a web based document as an instance of the W3C Document Object Model
5. website usability issues
6. the role that products such as Macromedia Flash can play in web authoring
7. copyright related issues as they apply to web authoring.

At the completion of this unit students will have developed attitudes that provide them with:

8. the flexibility required in dealing with clients in a variety of situations encountered in the tendering/authoring process
9. a critical attitude towards assessing the success of websites
10. 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 developed skills to enable them to:

11. create and manipulate digital content for websites, including basic audio and animation
12. code web pages using standard HTML/XHTML, including tables and forms
13. make use of Cascading Style Sheets (CSS) to add style to web documents
14. use JavaScript to add interactivity to HTML pages
15. access and manipulate DOM objects in a web document
16. write HTML embedded script code (such as ColdFusion) to produce dynamic database driven web

documents

17. produce design specification documents applicable to a web site authoring task

At the completion of this unit students will have developed the teamwork skills needed to

18. work as a member of a project team

Contact hours

4 contact hrs/week (comprising 2 hrs lecture, 2 hrs tutorial) plus 8 hrs/week of self-directed study and project work.

Workload

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

- a two-hour lecture
- a two-hour tutorial
- 8 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

Prohibitions

MMS1402, [FIT1012](#) (Translation Set: MMS9401)

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.

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.

Timetable information

For information on timetabling for on-campus classes please refer to MUTTS, <http://mutts.monash.edu.au/MUTTS/>

Tutorial allocation

On-campus students should register for tutorials/laboratories using the Allocate+ system:
<http://allocate.cc.monash.edu.au/>

Unit Schedule

Week	Topic	Key dates
1	Unit Introduction & The Internet in context	
2	The World Wide Web & Basic HTML	
3	XHTML & CSS Basics	
4	Typography; Colour; Images	Work Requirement 1 due
5	CSS Layout Techniques	
6	Introduction to JavaScript	Work Requirement 2 due
7	JavaScript Programming Fundamentals	Assignment 1 due
8	Website Testing and Web Servers	
9	Scripting using ColdFusion Markup Language	
10	Structured Query Language & Online Forms	Work Requirement 3 due
Mid semester break		
11	ColdFusion Forms, File Manipulation & AJAX	Work Requirement 4 due
12	Web Hosting, SEO & 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 a Web Site: The Missing Manual, second edition By Matthew MacDonald, O'Reilly, 2008

Required software and/or hardware

The unit covers the following software:

- Adobe 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.

Students will also require Internet access to upload assessment tasks to the university's Studentweb web sever.

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.

Assessment

Overview

Practical assignments: 60%

Examination: 40%

Faculty assessment policy

To pass a unit which includes an examination as part of the assessment a student must obtain:

- 40% or more in the unit's examination, and
- 40% or more in the unit's total non-examination assessment, and
- an overall unit mark of 50% or more.

If a student does not achieve 40% or more in the unit examination or the unit non-examination total assessment, and the total mark for the unit is greater than 44% then a mark of no greater than 44-N will be recorded for the unit.

Assignment tasks

Assignment coversheets

Assignment coversheets are available via "Student Forms" on the Faculty website:

<http://www.infotech.monash.edu.au/resources/student/forms/>

You MUST submit a completed coversheet with all assignments, ensuring that the plagiarism declaration section is signed.

Assignment submission and return procedures, and assessment criteria will be specified with each assignment.

• Assignment task 1

Title:

HTML/CSS Website

Description:

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

Weighting:

20%

Due date:

Week 7 (Friday 3pm)

• Assignment task 2

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%

Due date:

Week 12 (Friday 3pm)

• **Assignment task 3**

Title:

Work Requirements

Description:

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

Weighting:

20% (4 x 5%)

Due date:

Weeks 4, 6, 10, 11

Examination

- **Weighting:** 40%

Length: 2 hours

Type (open/closed book): Closed book

See Appendix for End of semester special consideration / deferred exams process.

Due dates and extensions

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 not regarded as appropriate reasons for granting extensions. Students are advised to NOT assume that granting of an extension is a matter of course.

Students requesting an extension for any assessment during semester (eg. Assignments, tests or presentations) are required to submit a Special Consideration application form (in-semester exam/assessment task), along with original copies of supporting documentation, directly to their lecturer within two working days before the assessment submission deadline. Lecturers will provide specific outcomes directly to students via email within 2 working days. The lecturer reserves the right to refuse late applications.

A copy of the email or other written communication of an extension must be attached to the assignment submission.

Refer to the Faculty Special consideration webpage or further details and to access application forms:

<http://www.infotech.monash.edu.au/resources/student/equity/special-consideration.html>

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 software/hardware failure, virus, or other similar reasons will not be 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.

Appendix

Please visit the following URL: <http://www.infotech.monash.edu.au/units/appendix.html> for further information about:

- Continuous improvement
- Unit evaluations
- Communication, participation and feedback
- Library access
- Monash University Studies Online (MUSO)
- Plagiarism, cheating and collusion
- Register of counselling about plagiarism
- Non-discriminatory language
- Students with disability
- End of semester special consideration / deferred exams