MONASH University
Information Technology

FIT1012
Website authoring

Unit Guide

Semester 2, 2010

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FIT1012 Website authoring - Semester 2, 2010

Chief Examiner:

Ms Kirsten Ellis
Lecturer Part-time
Phone: +61 3 990 47132
Fax: +61 3 990 47125

Lecturer(s) / Leader(s):

Berwick

Ms Kirsten Ellis
Lecturer Part-time
Phone: +61 3 990 47132
Fax: +61 3 990 47125

Caulfield

Mr William Lay

Contact hours: Mon 2-3; Tue 3-4; Wed 2-3; Thu 11-12

Introduction

Welcome to FIT1012 and FIT9027 - these units will be co-taught in Semester 2, 2010 at Caulfield. FIT1012 is a core unit for the Bachelor of Information Technology and Systems (Multimedia Applications and Games Development majors) and the Bachelor of Multimedia and Digital Arts. FIT9027 is a core unit for the Master of Multimedia and Master of Multimedia (Technology Options). Both units are also open electives, meaning anyone from any undergraduate course can enrol.

The unit will bring together programming and 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:

- understand the characteristics of commercial web sites and the authoring/management issues associated with them;
- have knowledge of the features and applicability of a range of software tools which are used in the development of websites;
- understand internet standards and protocols, in particular the impact of World Wide Web Consortium (W3C) standards in this area;
- have knowledge of a web based document as an instance of the W3C Document Object Model;
- have an understanding of website usability issues;
- know the role that products such as Macromedia Flash can play in web authoring;
- be aware of the copyright related issues as they apply to web authoring;
- 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 recognition of the strengths and weaknesses of information technology in the context of the development and use of web based multimedia systems.
- be able to create and manipulate digital content for websites, including basic audio and animation;
- have the ability to code web pages using standard HTML/XHTML, including tables and forms;
- be able to make use of Cascading Style Sheets (CSS) to add style to web documents;
- be able to use JavaScript to add interactivity to HTML pages;
- have the skills to access and manipulate DOM objects in a web document;
- be able to write HTML embedded script code (such as ColdFusion) to produce dynamic database driven web documents;
- have the skills to produce design specification documents applicable to a web site authoring task, and
- have developed the teamwork skills needed to work as a member of a project team.

Contact hours

2 hrs lectures/wk, 2 hrs laboratories/wk

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

CPE1003, MMS1402, MMS9401

Teaching and learning method

Teaching approach

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.its.monash.edu.au/

Unit Schedule

Week	Date*	Topic	Key dates
1	19/07/10	Unit Introduction & The Internet in context	
2	26/07/10	The World Wide Web & Basic HTML	
3	02/08/10	XHTML & CSS Basics	
4	09/08/10	Typography; Colour; Images	Work Requirement 1 due
5	16/08/10	CSS Layout Techniques	
6	23/08/10	Introduction to JavaScript	Work Requirement 2 due
7	30/08/10	JavaScript Programming Fundamentals	Assignment 1 due
8	06/09/10	Website Testing and Web Servers	
9	13/09/10	Scripting using ColdFusion Markup Language	
10	20/09/10	Structured Query Language & Online Forms	Work Requirement 3 due
Mid semester break			
11	04/10/10	Form Validation, File Manipulation & AJAX	Work Requirement 4 due
12	11/10/10	Web Hosting, SEO & Publishing Tips	Assignment 2 due
13	18/10/10	Exam revision	

*Please note that these dates may only apply to Australian campuses of Monash University. Off-shore students need to check the dates with their unit leader.

Unit Resources

Prescribed text(s) and readings

This unit does not have a required textbook. Recommended reading material will be made available to students throughout the semester.

Recommended text(s) and readings

Creating a Web Site: The Missing Manual, second edition By Matthew MacDonald, O'Reilly, 2008

Foundation Website Creation with CSS, XHTML, and JavaScript By Jonathan Lane, Steve Smith, Meitar Moscovitz, Joseph R. Lewis; friends of Ed, 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

Examination (2 hours): 40%; In-semester assessment: 60%

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 50% then a mark of no greater than 49-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 submission and preparation requirements will be detailed in each assignment specification. Submission must be made by the due date otherwise penalties will be enforced. You must negotiate any extensions formally with your campus unit leader via the in-semester special consideration process: http://www.infotech.monash.edu.au/resources/student/equity/special-consideration.html.

- **Assignment task 1**

  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 7 (Friday 6pm)

Remarks:

Submission by upload to Studentweb.

- **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 two or three members, with each member taking a specific role in development.

Weighting:

20%

Criteria for assessment:

The final mark you recieve will consist of:

- An overall shared group mark (50%)
- An individual mark based on your assigned development role (50%)

Business management

- Overall information structure
- Organisation of files
- Text content accuracy and proof-reading
- Image content quality and suitability
- Overall site accessibility

Graphic design

- Overall design concept
- Company branding and logo design
- Page layout design
- Formatting using CSS
- Typography design

IT managament

- Retrieval and display of products table
- Additional ColdFusion functionality
- Application of JavaScript functionality
- User input validation for forms
- HTML validation to W3C standards

Due date:
Week 12 (Friday 6pm)
Remarks:
Submission by upload to Studentweb.

- **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%)
Criteria for assessment:
Fulfilment of basic requirements, and completion of additional tasks.
Due date:
Weeks 4, 6, 10 and 11
Remarks:
Submission by demonstration during lab sessions.

Examination

-

Weighting:
40%
Length:
2 hours
Type (open/closed book):
Closed book
Electronic devices allowed in the exam:
None

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 5% per day, including weekends. Assignments received later than one week (seven days) after the due date will not normally be accepted. Students subitting late must notify their lab instructor or lecturer when work has been submitted.

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.

Feedback

Types of feedback you can expect to receive in this unit are:

Informal feedback on progress in labs/tutes

Graded assignments with comments

Solutions to tutes, labs and assignments

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