**FIT1012
Website authoring**

Unit Guide

Semester 2, 2011

Last updated: 22 Aug 2011

Table of Contents

FIT1012 Website authoring - Semester 2, 2011

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. Also skills for incorporating images, audio and video into websites will be covered. In addition HTML embedded script languages, will be used to create dynamic database driven content. The unit will also introduce wider W3C standards, web usability and web design specification.

Mode of Delivery

Caulfield (Day)

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
- 6-8 hours of private/group study per week (at a minimum)

Students are required to attend a minimum of 80% of tutorial classes to pass this unit.

Unit Relationships

Prohibitions

CPE1003, MMS1402, MMS9401

Chief Examiner

Ms Kirsten Ellis

Campus Lecturer

Caulfield

William Lay

Tutors

Caulfield

William Lay

Zenon Charalambous

Academic Overview

Learning Objectives

At the completion of this unit students will:

- understand the characteristics of commercial web sites and the authoring/management issues associated with them including dealing with clients in a variety of situations encountered in the tendering/authoring process and addressing copyright;
- 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 an understanding of website usability issues;

be able to create and manipulate digital content for websites, including basic images, audio, video and animation;

- have the ability to code web pages using standard HTML/XHTML, Cascading Style Sheets (CSS), JavaScript and the DOM;
- be able to write HTML embedded script code 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.

Graduate Attributes

Monash prepares its graduates to be:

1. responsible and effective global citizens who:

a. engage in an internationalised world
b. exhibit cross-cultural competence
c. demonstrate ethical values

critical and creative scholars who:

a. produce innovative solutions to problems
b. apply research skills to a range of challenges
c. communicate perceptively and effectively

Assessment Summary

Examination (3 hours): 40%; In-semester assessment: 60%

Assessment Task	Value	Due Date
HTML/CSS Website	20%	Week 7 (Friday 6pm)
Group Project	20%	

		Week 12 (Friday 6pm)
Work Requirements	20% (4 x 5%)	Weeks 4, 6, 9 and 11
Examination 1	40%	To be advised

Teaching Approach

Lecture and tutorials or problem classes

The teaching and learning approach provides facilitated learning, practical exploration and peer learning, equipping you with the ability to apply skills upon completion.

Feedback

Our feedback to You

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

Your feedback to Us

Monash is committed to excellence in education and regularly seeks feedback from students, employers and staff. One of the key formal ways students have to provide feedback is through SETU, Student Evaluation of Teacher and Unit. The University's student evaluation policy requires that every unit is evaluated each year. Students are strongly encouraged to complete the surveys. The feedback is anonymous and provides the Faculty with evidence of aspects that students are satisfied and areas for improvement.

For more information on Monash's educational strategy, and on student evaluations, see:
http://www.monash.edu.au/about/monash-directions/directions.html
http://www.policy.monash.edu/policy-bank/academic/education/quality/student-evaluation-policy.html

Previous Student Evaluations of this unit

If you wish to view how previous students rated this unit, please go to
https://emuapps.monash.edu.au/unitevaluations/index.jsp

Required Resources

The unit covers the following software:

- Adobe Dreamweaver CS4/CS5
- Adobe Photoshop CS4/CS5

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 own 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

Unit Schedule

Week	Activities	Assessment
0		No formal assessment or activities are undertaken in week 0
1	Unit Introduction & Key Concepts	
2	HTML & Web Standards	
3	CSS Formatting	
4	Working with Colour, Images & Rich Media	Work Requirement 1 due Week 4
5	CSS Layout & Positioning	
6	Website Testing, Forms & JavaScript Basics	Work Requirement 2 due Week 6
7	Browser Scripting with JavaScript	Assignment 1 due Week 7, Friday at 6pm
8	Document Object Model & Web Servers	
9	Scripting using ColdFusion Markup Language	Work Requirement 3 due Week 9
10	Structured Query Language & Forms Data	
11	File Manipulation & AJAX	Work Requirement 4 due week 11
12	Web Hosting, Search Engine Optimisation & Publishing	Assignment 2 due Week 12, Friday at 6pm
	SWOT VAC	No formal assessment is undertaken SWOT VAC
	Examination period	LINK to Assessment Policy: http://policy.monash.edu.au/policy-bank/academic/education/assessment/assessment-in-coursework-policy.html

*Unit Schedule details will be maintained and communicated to you via your MUSO (Blackboard or Moodle) learning system.

Assessment Requirements

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

Assessment Tasks

Participation

There are a number of individual assessments and one that is a group project.

Due to the nature of group work in this subject, it is expected that all students will attend 80% of classes. Failure to do so may result in difficulties with passing the unit. To apply for special consideration refer to the link provided under 'Extensions and penalties' at the end of this section.

- **Assessment 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 the W3C validator
    - Appropriateness of XHTML structure
    - Application of CSS
    - Degradability of CSS
    - File naming and arrangement
    - Adaptability to various screen sizes
    - Cross-browser compatibility

    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 hierarchy
- ◆ Accessibility of navigation
- ◆ Readability of content
- ◆ Search engine optimisation

Due date:

Week 7 (Friday 6pm)

Remarks:

Submission by upload to Studentweb.

- **Assessment 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 receive 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 management

- ◆ 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.

- **Assessment task 3**

Title:
Work Requirements
Description:
There will be 4 minor work requirement tasks.
Weighting:
20% (4 x 5%)
Criteria for assessment:
Fulfilment of basic requirements, and completion of additional tasks.
Due date:
Weeks 4, 6, 9 and 11
Remarks:
Submission by demonstration during lab sessions.

Examinations

- **Examination 1**

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

Assignment submission

It is a University requirement
(http://www.policy.monash.edu/policy-bank/academic/education/conduct/plagiarism-procedures.html) for
students to submit an assignment coversheet for each assessment item. Faculty Assignment
coversheets can be found at http://www.infotech.monash.edu.au/resources/student/forms/. Please check
with your Lecturer on the submission method for your assignment coversheet (e.g. attach a file to the
online assignment submission, hand-in a hard copy, or use an online quiz).

Extensions and penalties

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:

Assessment Requirements

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

Returning assignments

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

Other Information

Policies

Monash has educational policies, procedures and guidelines, which are designed to ensure that staff and students are aware of the University's academic standards, and to provide advice on how they might uphold them. You can find Monash's Education Policies at:
http://policy.monash.edu.au/policy-bank/academic/education/index.html

Key educational policies include:

- Plagiarism
  (http://www.policy.monash.edu/policy-bank/academic/education/conduct/plagiarism-policy.html)
- Assessment
  (http://www.policy.monash.edu/policy-bank/academic/education/assessment/assessment-in-coursework-po
- Special Consideration
  (http://www.policy.monash.edu/policy-bank/academic/education/assessment/special-consideration-policy.h
- Grading Scale
  (http://www.policy.monash.edu/policy-bank/academic/education/assessment/grading-scale-policy.html)
- Discipline: Student Policy
  (http://www.policy.monash.edu/policy-bank/academic/education/conduct/student-discipline-policy.html)
- Academic Calendar and Semesters (http://www.monash.edu.au/students/key-dates/);
- Orientation and Transition (http://www.infotech.monash.edu.au/resources/student/orientation/);
  and
- Academic and Administrative Complaints and Grievances Policy
  (http://www.policy.monash.edu/policy-bank/academic/education/management/complaints-grievance-policy.
- Codes of Practice for Teaching and Learning
  (http://www.policy.monash.edu.au/policy-bank/academic/education/conduct/suppdocs/code-of-practice-tea

Student services

The University provides many different kinds of support services for you. Contact your tutor if you need advice and see the range of services available at www.monash.edu.au/students The Monash University Library provides a range of services and resources that enable you to save time and be more effective in your learning and research. Go to http://www.lib.monash.edu.au or the library tab in my.monash portal for more information. Students who have a disability or medical condition are welcome to contact the Disability Liaison Unit to discuss academic support services. Disability Liaison Officers (DLOs) visit all Victorian campuses on a regular basis

- Website: http://adm.monash.edu/sss/equity-diversity/disability-liaison/index.html;
- Telephone: 03 9905 5704 to book an appointment with a DLO;
- Email: dlu@monash.edu
- Drop In: Equity and Diversity Centre, Level 1 Gallery Building (Building 55), Monash University, Clayton Campus.

READING LIST

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