

**FIT1012**  
**Website authoring**

**Unit Guide**

**Semester 1, 2012**

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.

*Last updated: 11 Feb 2012*

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# **FIT1012 Website authoring - Semester 1, 2012**

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**

- Berwick (Day)
- Caulfield (Day)
- Sunway (Day)
- South Africa (Day)

## **Contact Hours**

2 hrs lectures/wk, 2 hrs laboratories/wk

## **Workload**

Students will be expected to spend a total of 12 hours per week during semester on this unit as follows:

- a 2-hour lecture
- a 2-hour tutorial
- a recommended minimum of 6-8 hours of private study per week

## **Unit Relationships**

### **Prohibitions**

CPE1003, MMS1402, MMS9401

### **Chief Examiner**

Ms Kirsten Ellis

### **Campus Lecturer**

#### **Berwick**

Kirsten Ellis

## **Caulfield**

**William Lay**

## **Tutors**

## **Berwick**

**Kirsten Ellis**

## **Caulfield**

**William Lay**

# Academic Overview

## Outcomes

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 (Monday 6pm)
Group Project	20%	

		Week 12 (Friday 6pm)
Work Requirements	20% (4 x 5%)	Weeks 3, 5, 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
- Other: Solutions to work requirement tasks

### 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

Previous feedback has highlighted the following strengths in this unit:

- A broad range of practical techniques are covered
- Opportunity for creative application of skills

As a result of student feedback and unit review, improvements have been made to this offering:

- More coverage of upcoming standards
- Adjustments to length of tutorial exercises
- Adjustments to assessment to focus more on correct application of HTML structure
- Adjustments to weighting of marks in group assessment
- Increased focus on encouraging good programming practices

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

## Required Resources

Please check with your lecturer before purchasing any Required Resources. Prescribed texts are available for you to borrow in the library, and prescribed software is available in student labs.

The unit covers the following software:

- Adobe Dreamweaver CS4/CS5.5
- Adobe Photoshop CS4/CS5.5

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

## Recommended text(s)

Joel Sklar. (2011). *Principles of Web Design*. (Fifth Edition) Course Technology (ISBN: 1111528705).

Jonathan Lane, Meitar Moscovitz, Joseph R. Lewis. (2008). *Foundation Website Creation with CSS, XHTML, and JavaScript*. () Apress (ISBN: 1430209917).

Matthew MacDonald. (2011). *Creating a Website: The Missing Manual*. (Third Edition) O'Reilly Media (ISBN: 144930172X).

## 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	Work Requirement 1 due Week 3
4	Working with Colour, Images & Typography	
5	CSS Layout & Rich Media	Work Requirement 2 due Week 5
6	Website Testing, Forms & JavaScript Basics	
7	Browser Scripting with JavaScript	Assignment 1 due Week 7 (Monday 6pm)
8	Document Object Model & Web Servers	
9	Scripting using ColdFusion Markup Language	Work Requirement 3 due Week 9
10	Structured Query Language & Form Data	
11	File Manipulation & AJAX	Work Requirement 4 due week 11
12	Web Hosting, Search Engine Optimisation & Publishing	Assignment 2 due Week 12 (Friday 6pm)
	SWOT VAC	No formal assessment is undertaken SWOT VAC
	Examination period	LINK to Assessment Policy: <a href="http://policy.monash.edu.au/policy-bank/academic/education/assessment/assessment-in-coursework-policy.html">http://policy.monash.edu.au/policy-bank/academic/education/assessment/assessment-in-coursework-policy.html</a>

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



# Assessment Requirements

## Assessment Policy

Faculty Policy - Unit Assessment Hurdles

([http://www.infotech.monash.edu.au/resources/staff/edgov/policies/assessment-examinations/unit-assessment-hu](http://www.infotech.monash.edu.au/resources/staff/edgov/policies/assessment-examinations/unit-assessment-hurdles))

## Assessment Tasks

### Participation

Assignment 2 and Work Requirement 3 are conducted as group assessment tasks.

Due to the nature of group work in this subject, students are expected to attend at least 80% of classes.

#### • 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

## Assessment Requirements

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

**Due date:**

Week 7 (Monday 6pm)

**Remarks:**

Submission by online upload.

### • Assessment task 2

**Title:**

Group Project

**Description:**

A website for a fictional retail company, using server-side scripting to display products information stored in a database. To be undertaken in a groups of two students, 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 roles (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 online upload.

• **Assessment task 3**

**Title:**

Work Requirements

**Description:**

There will be 4 minor work requirement tasks.

**Weighting:**

20% (4 x 5%)

**Criteria for assessment:**

Regular work requirement tasks will be used to test students' understanding of concepts throughout the semester:

- ◆ Correct application of semantic HTML structure
- ◆ Application of CSS and images
- ◆ Website planning documentation (group work)
- ◆ Application of client-side and server-side scripting

**Due date:**

Weeks 3, 5, 9 and 11

**Remarks:**

Some tasks will be submitted by demonstration during tutorial sessions. Failure to demonstrate your work during the timetabled tutorial sessions may incur a penalty for late submission.

## 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).

## Online submission

If Electronic Submission has been approved for your unit, please submit your work via the VLE site for this unit, which you can access via links in the my.monash portal.

## **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:

<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.

## **Referencing requirements**

For all assessment in this unit, any material that is not the student's own original work must be referenced. This includes (but is not limited to) use of the following:

- Text content
- Image, audio, video or other rich-media content
- Scripting code and document markup
- Template resources for content, code or other media

## 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-p>)
- 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](http://www.monash.edu.au/students). For Sunway see <http://www.monash.edu.my/Student-services>, and for South Africa see <http://www.monash.ac.za/current/>

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. At Sunway, visit the Library and Learning Commons at <http://www.lib.monash.edu.my/>. At South Africa visit <http://www.lib.monash.ac.za/>.

Academic support services may be available for students who have a disability or medical condition. Registration with the Disability Liaison Unit is required. Further information is available as follows:

- Website: <http://monash.edu/equity-diversity/disability/index.html>;
- Email: [dlu@monash.edu](mailto:dlu@monash.edu)
- Drop In: Equity and Diversity Centre, Level 1 Gallery Building (Building 55), Monash University, Clayton Campus, or Student Community Services Department, Level 2, Building 2, Monash University, Sunway Campus
- Telephone: 03 9905 5704, or contact the Student Advisor, Student Community Services at 03 55146018 at Sunway