



**MONASH** University  
Information Technology

**FIT1012**  
**Website authoring**

**Unit Guide**

**Semester 2, 2014**

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# **FIT1012 Website authoring - Semester 2, 2014**

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)

## **Workload Requirements**

Minimum total expected workload equals 12 hours per week comprising:

(a.) Contact hours for on-campus students:

- Two hours of lectures
- One 2-hour tutorial

(b.) Additional requirements (all students):

- A minimum of 8 hours independent study per week for completing lab and project work, private study and revision.

## **Unit Relationships**

### **Prohibitions**

CPE1003, MMS1402, MMS9401

### **Chief Examiner**

Dr Kirsten Ellis

### **Campus Lecturer**

#### **Caulfield**

William Lay

Mark Power

## Tutors

### Caulfield

William Lay

Mark Power

## 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 the Student Evaluation of Teaching and Units (SETU) survey. 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, see:

[www.monash.edu.au/about/monash-directions/](http://www.monash.edu.au/about/monash-directions/) and on student evaluations, see:  
[www.policy.monash.edu/policy-bank/academic/education/quality/student-evaluation-policy.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
- Increased focus on encouraging good programming practices
- Increased focus on client-side web development

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

# Academic Overview

## Learning Outcomes

On successful completion of this unit, students should be able to:

- code web pages using a full range of client-side technologies including: HTML, HTML5, CSS and JavaScript;
- use a range of software tools for development of a website and make the pages available by uploading them to a server;
- explain and implement key JavaScript programming concepts including: control structures, variables, functions and events;
- deliver optimised digital media online including: images, audio and video;
- describe the role of internet standards and protocols, in particular the importance of the World Wide Web Consortium (W3C);
- critique a company website for user experience design for accessibility according to W3C standards;
- write a proposal for a web development project including detailed planning of the technical implementation, visual design and costing all aspects of the process;
- work in a team with differentiated roles to create and publish a complex website.

## 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 (Friday 6pm)
4	CSS Positioning, Background Images & Typography	
5	Colour, Image Formats & Embedded Rich Media	Work Requirement 2 Due (Friday 6pm)
6	Using CSS3	Assignment 1 Due (Friday 6pm)
7	Website Testing, Forms & JavaScript Basics	
8	Browser Scripting with JavaScript	
9	Document Object Model Manipulation	Work Requirement 3 Due (Friday 6pm)
10	Introduction to jQuery	
11	jQuery Manipulation, JSON & Data Storage	Work Requirement 4 Due (Friday 6pm)
12	Search Engine Optimisation, Publishing & Web Hosting	Assignment 2 Due (Friday 6pm)
	SWOT VAC	No formal assessment is undertaken in 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 learning system.

## 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.

### Assessment Summary

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

Assessment Task	Value	Due Date
Assignment 1: HTML/CSS Website	20% (20 marks)	Week 6 (Friday 6pm)
Assignment 2: Group Project	20% (20 marks)	Week 12 (Friday 6pm)
Work Requirements	20% (4 x 5 marks)	Weeks 3, 5, 9 and 11 (Friday 6pm)
Examination 1	40%	To be advised

# Assessment Requirements

## Assessment Policy

Faculty Policy - Unit Assessment Hurdles

(<http://intranet.monash.edu.au/infotech/resources/staff/edgov/policies/assessment-examinations/assessment-hurdles>)

Academic Integrity - Please see resources and tutorials at

<http://www.monash.edu/library/skills/resources/tutorials/academic-integrity/>

## Assessment Tasks

### Hurdle Requirements

Students must achieve at least 40% on the practical and exam components to pass this unit.

### 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:**

Assignment 1: HTML/CSS Website

**Description:**

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

**Weighting:**

20% (20 marks)

**Criteria for assessment:**

Site aims

- ◆ Site topic meets assignment criteria
- ◆ Definition of specific target audience
- ◆ Statement of site and user goals
- ◆ Suitability to target audience

Technical criteria

- ◆ HTML validation to XHTML1.0 Strict standard
- ◆ Efficient application of markup structure
- ◆ Application of CSS techniques
- ◆ Content accessibility without CSS
- ◆ Adaptability to various screen sizes
- ◆ Compatibility with web browsers

Visual design

- ◆ Overall visual concept

## Assessment Requirements

- ◆ Consistent application of visual branding
- ◆ Page layout design
- ◆ Application of background images
- ◆ Application of common design conventions

### Information architecture

- ◆ Overall site and content structure
- ◆ Organisation and naming of files
- ◆ Application and optimisation of image content
- ◆ Accessibility and readability of content
- ◆ Accessibility and usability of navigation

**Due date:**

Week 6 (Friday 6pm)

**Remarks:**

Submission by online upload. A penalty of 5% per day will be applied to late assignment submissions.

## • Assessment task 2

**Title:**

Assignment 2: Group Project

**Description:**

A website for a fictional company, using HTML, CSS and JavaScript to dynamically display product information. To be undertaken in groups of two students.

**Weighting:**

20% (20 marks)

**Criteria for assessment:**

The final mark you receive will consist of:

- ◆ Marks based on your group's shared responsibilities (50%)
- ◆ Marks based on your individual responsibilities (50%)

### Content Structure

- ◆ Organisation and naming of files
- ◆ Organisation of content and HTML structure
- ◆ Image content suitability and optimisation
- ◆ Accessibility and readability of content
- ◆ Accessibility and usability of navigation

### Graphic Design

- ◆ Visual branding design
- ◆ Page layout design
- ◆ Application of CSS techniques
- ◆ Application of typography
- ◆ Application of background images

### IT Management

- ◆ HTML validation to XHTML1.0 Strict standard
- ◆ Compatibility with web browsers
- ◆ Use of JavaScript on home page



## Assessment Requirements

- ◆ Use of JavaScript for product display
- ◆ User input validation for forms

**Due date:**

Week 12 (Friday 6pm)

**Remarks:**

Submission by online upload. A penalty of 5% per day will be applied to late assignment submissions.

### • Assessment 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 marks)

**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 - a shared group mark will be awarded for this requirement)
- ◆ Application of JavaScript functionality

**Due date:**

Weeks 3, 5, 9 and 11 (Friday 6pm)

**Remarks:**

Submission by online upload. A penalty of 1 mark per day will be applied to late submissions.

## Examinations

### • Examination 1

**Weighting:**

40%

**Length:**

3 hours

**Type (open/closed book):**

Closed book

**Hurdle requirements:**

Students must achieve at least 40% on the exam to pass this unit.

**Electronic devices allowed in the exam:**

None

## Learning resources

Monash Library Unit Reading List (if applicable to the unit)

<http://readinglists.lib.monash.edu/index.html>

Faculty of Information Technology [Style Guide](#)

## Feedback to you

Examination/other end-of-semester assessment feedback may take the form of feedback classes, provision of sample answers or other group feedback after official results have been published. Please check with your lecturer on the feedback provided and take advantage of this prior to requesting individual consultations with staff. If your unit has an examination, you may request to view your examination script booklet, see <http://intranet.monash.edu.au/infotech/resources/students/procedures/request-to-view-exam-scripts.html>

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

## 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.monash.edu.au/exams/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
- Code for markup, formatting or scripting
- Template resources for content, code or other media

## Assignment submission

It is a University requirement

<http://www.policy.monash.edu/policy-bank/academic/education/conduct/student-academic-integrity-managing-pla> 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). Please note that it is your responsibility to retain copies of your assessments.

## Online submission

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

## Required Resources

Please check with your lecturer before purchasing any Required Resources. Limited copies of 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 CS6/Creative Cloud
- Adobe Photoshop CS6/Creative Cloud

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 from many software retailers
- Available as trial versions from publishers' websites

## Recommended text(s)

Jonathan Lane, Tom Barker, Joe Lewis, Meitar Moscovitz. (2012). *Foundation Website Creation with HTML5, CSS3, and JavaScript*. (1st Edition) friendsofED (ISBN: 1430237899).

Jennifer Niederst Robbins. (2012). *Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics*. (4th Edition) O'Reilly Media (ISBN: 1449319270).

## 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:

[www.policy.monash.edu.au/policy-bank/academic/education/index.html](http://www.policy.monash.edu.au/policy-bank/academic/education/index.html)

Key educational policies include:

- Student Academic Integrity Policy and Student Academic Integrity: Managing Plagiarism and Collusion Procedures ;  
<http://www.policy.monash.edu/policy-bank/academic/education/conduct/student-academic-integrity-policy.h>
- Assessment in Coursework Programs;  
<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.ht>
- 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/dates/>
- Orientation and Transition; <http://intranet.monash.edu.au/infotech/resources/students/orientation/>
- Academic and Administrative Complaints and Grievances Policy;  
<http://www.policy.monash.edu/policy-bank/academic/education/management/complaints-grievance-policy.h>

### Faculty resources and policies

Important student resources including Faculty policies are located at

<http://intranet.monash.edu.au/infotech/resources/students/>

### Graduate Attributes Policy

<http://www.policy.monash.edu/policy-bank/academic/education/management/monash-graduate-attributes-policy.h>

### Student Charter

[www.opq.monash.edu.au/ep/student-charter/monash-university-student-charter.html](http://www.opq.monash.edu.au/ep/student-charter/monash-university-student-charter.html)

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

## Monash University Library

The Monash University Library provides a range of services, resources and programs that enable you to save time and be more effective in your learning and research. Go to [www.lib.monash.edu.au](http://www.lib.monash.edu.au) or the library tab in [my.monash](http://my.monash) portal for more information. At Malaysia, visit the Library and Learning Commons at <http://www.lib.monash.edu.my/>. At South Africa visit <http://www.lib.monash.ac.za/>.

## Disability Liaison Unit

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://www.monash.edu/equity-diversity/disability/index.html>
- Telephone: 03 9905 5704 to book an appointment with a DLO; or contact the Student Advisor, Student Community Services at 03 55146018 at Malaysia
- Email: [dlu@monash.edu](mailto:dlu@monash.edu)
- Drop In: Equity and Diversity Centre, Level 1, Building 55, Clayton Campus, or Student Community Services Department, Level 2, Building 2, Monash University, Malaysia Campus