MONASH University
Information Technology

FIT2055
Web content management

Unit Guide

Semester 2, 2014

Last updated: 17 Jul 2014

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FIT2055 Web content management - Semester 2, 2014

This unit covers principles and practice of the emergent field of web content management. It focuses on developing organisation systems for websites or intranets that are responsive to business imperatives and user needs, and that facilitate effective retrieval of information. Particular emphasis is given to developing practical skills in these areas and to applying a range of popular tools, techniques, software commonly used for web content management.

Mode of Delivery

Malaysia (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 laboratory

(b.) Additional requirements (all students):

- A minimum of 2-3 hours of personal study per one hour of contact time in order to satisfy the reading and assignment expectations.

Unit Relationships

Prohibitions

FIT2080

Chief Examiner

Dr Sylvester Olubolu Orimaye

Campus Lecturer

Malaysia

Ms. Judyanne Sharmini Gilbert Fernandez

Consultation hours: Wednesdays 03:00pm to 05:00pm at 2-4-39

Tutors

Malaysia

Ms. Judyanne Sharmini Gilbert Fernandez

Consultation hours: Wednesdays 03:00pm to 05:00pm at 2-4-39

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/ and on student evaluations, see:
www.policy.monash.edu/policy-bank/academic/education/quality/student-evaluation-policy.html

Previous Student Evaluations of this Unit

This unit has been revised to make it more intellectually stimulating and increase its practical value. To broaden the practical experience of the students, we have adopted additional software for lab practicals and assignments. Overall, the unit now has a much better concrete implementation of the abstract principles covered in the lectures and study guides, which will strengthen the link between theory and practice.

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

At the completion of this unit students will have -A knowledge and understanding of:

- the principles and practice of the emergent field of web content management;
- the relative roles and responsibilities of webmasters and other professionals in a web or intranet development project;
- user information needs and information seeking behaviours within the web environment.
- information retrieval principles (eg precision, recall, relevance, specificity) and their application in the web environment;
- issues and challenges in organising information for effective retrieval on web sites and intranets;
- organisation systems, schemes and structures for web/ intranet content management, and how these organisation systems are represented in the key components of web information architecture;
- the application of information design and usability principles to labelling, navigation and search functions on a web site or intranet;
- commonalities and differences in information architectures in public web, intranet and extranet environments;
- phases and processes in planning and implementing a web content management project or program;
- tools, techniques, and software that are commonly used for web content management.

Developed attitudes that enable them to appreciate:

- the range of specialist expertise amongst professionals involved in a web site/ intranet development project, and the importance of effective communication and collaboration amongst these groups;
- the centrality of the user in defining an information architecture for a web site or intranet and the difficulties users experience in finding relevant information on the web;
- that business imperatives and user requirements are the key drivers of web content management, but that reconciling the two may be no easy task;
- that findability is a critical factor in determining web usability, and the role effective organisation systems play in this process;
- that effective organisation systems tend to be largely invisible to web or intranet users.
- their own growing confidence in their information retrieval skills.

Developed skills in:

- conducting a business requirements analysis and a user needs analysis, in connection with developing an information architecture for a web site or intranet;
- developing an effective information architecture for a web site or intranet, taking into consideration unique business and user information requirements, and information retrieval, information design and usability principles and guidelines;
- constructing a taxonomy; applying facet analysis to thesaurus construction; and designing a metadata schema for a web site or intranet;
- planning, designing, documenting, testing and evaluating labelling, navigation and search systems for a web site or intranet;
- utilising a range of tools and techniques (eg blueprints, wireframes, card sorting, affinity diagrams, content maps, personas), and software in the process of developing the information architecture for a web site or intranet;

- undertaking usability/findability testing of users using prototypes and a range of evaluation techniques and interpreting findings;
- evaluating information architectures, and software products for web content management.

Unit Schedule

Week	Activities	Assessment
0		No formal assessment or activities are undertaken in week 0
1	Overview	
2	Web content: Creation and management	
3	Information literacy: Metadata	
4	Information literacy: Information retrieval principles	
5	Web content: Tagging, search-engine optimisation	Assignment 1 - Web Content Management Practical due - CMS Demonstrations in the Lab
6	Information literacy: Controlled vocabularies	
7	User Centred Design: Controlled vocabularies	
8	User Centred Design: Evaluation techniques	Assignment 2 - Content Inventory and Taxonomy due
9	User Centred Design: Accessibility	
10	User Centred Design: Project management	
11	Enterprise information management: Microsoft sharepoint	Assignment 3 - Website Review due
12	Professional and policy issues	Assignment 4 - Project Plan due
	SWOT VAC	No formal assessment is undertaken in 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 learning system.

Teaching Approach

Lecture and tutorials or problem classes

The lecture and practical lab approach provides facilitated learning, practical exploration and peer learning.

Assessment Summary

Examination (3 hours): 50%; In-semester assessment: 50%

Assessment Task	Value	Due Date
Assignment 1 - Web Content Management Practical	10%	Week 5. CMS Demonstrations in the lab session
Assignment 2 - Content Inventory and Taxonomy	15%	Week 8

Unit Schedule

Assignment 3 - Website Review	10%	Week 11
Assignment 4 - Project Plan	15%	Week 12
Examination 1	50%	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-hurd

Academic Integrity - Please see resources and tutorials at
http://www.monash.edu/library/skills/resources/tutorials/academic-integrity/

Assessment Tasks

Participation

- **Assessment task 1**

  Title:
  Assignment 1 - Web Content Management Practical
  Description:
  This assignment involves demonstrating an understanding of CMS roles and workflow.
  Students will complete the assignment as individuals or in pairs.
  Weighting:
  10%
  Criteria for assessment:
  Demonstrating knowledge and capability of:

    1. Assigning user privileges (role: Administrator)
    2. Creating a document template (role: Information Architect)
    3. Adding content (role: Author)
    4. Approving and publishing (role: Editor)

  Demonstrations will be done in a lab tutorial session. Individual contribution to group work
  will be assessed by interview at that time.
  Due date:
  Week 5. CMS Demonstrations in the lab session

- **Assessment task 2**

  Title:
  Assignment 2 - Content Inventory and Taxonomy
  Description:
  This assignment involves doing two key activities in the development of an Information
  Architecture. Students will complete the assignment as individuals or in pairs.
  Weighting:
  15%
  Criteria for assessment:

    1. Are all of the assignment specifications addressed by the student?
    2. Are the key concepts understood?
    3. Are all the relevant sources of knowledge used and understood?
    4. Are there elements that are special or original, i.e., is there more than just the
       basic requirements?

The "Project approach" section of the submission (detailed in the assignment specification that will be distributed) will be used to assess individual contribution to group work.

Due date:
Week 8

- ## Assessment task 3

Title:
Assignment 3 - Website Review
Description:
This assignment involves a critical evaluation of website usability and search capabilities using appropriate guidelines and standards.
Weighting:
10%
Criteria for assessment:

1. Are all of the assignment specifications addressed by the student?
2. Are the key concepts understood?
3. Are all the relevant sources of knowledge used and understood?
4. Are there elements that are special or original, i.e., is there more than just the basic requirements?
5. Have up-to-date sources of information, guidelines and standards been used, and acknowledged fully and correctly?

Due date:
Week 11

- ## Assessment task 4

Title:
Assignment 4 - Project Plan
Description:
This assignment is to formulate a preliminary, informal plan for a web content management implementation project that emphasises tasks to be achieved, people to be involved in each task, the sequence of tasks, and quality criteria.
Weighting:
15%
Criteria for assessment:

1. Granularity and completeness of the task list
2. Concurrency of tasks
3. Identification of appropriate people and skills for each task
4. Statement of goals or acceptance criteria for each task

Due date:
Week 12

Examinations

- ## Examination 1

Weighting:
50%
Length:
3 hours

Type (open/closed book):
Closed book
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
- Interviews

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.

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.

Access to the unit website.
Access to the computer labs or computing resources in the standard configuration.

Students will use the following software during the course of this unit. This software will be provided in the labs and is freely available from the following web sites:

- Hippo CMS - http://www.onehippo.com/en/resources/downloads (download the Community Edition)
- Joomla CMS - http://www.joomla.org/download.html
- Pencil - http:/pencil.evolus.vn/
- FreeMind - http://www.edrawsoft.com/freemind.php
- StickySorter -http://www.downloadcrew.com/article/23100-stickysorter =or= http://www.microsoft.com/portugal/educacao/suiteaprendizagem/stickySorter.html (click Instalar)

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

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

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 or the library tab in 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 Commuity Services at 03 55146018 at Malaysia
- Email: 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