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FIT9027 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. 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 laboratory

(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

FIT1012, MMS1402, MMS9401

Chief Examiner

Dr Kirsten Ellis

Campus Lecturer

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/ and on student evaluations, see:
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
Academic Overview

Learning Outcomes

At the completion of this unit students will have:

- A theoretical and conceptual understanding of:
  - the characteristics of commercial web sites and the authoring/management issues associated with them;
  - the features and applicability of a range of software tools which are used in the development of websites;
  - internet standards and protocols, in particular the impact of World Wide Web Consortium (W3C) standards in this area;
  - a web based document as an instance of the W3C Document Object Model;
  - website usability issues;
  - the role that products such as Macromedia Flash can play in web authoring;
  - copyright related issues as they apply to web authoring.

Developed attitudes that enable them to:

- 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 a recognition of the strengths and weaknesses of information technology in the context of the development and use of web based multimedia systems.

Developed the skills to:

- create and manipulate digital content for websites, including basic audio and animation;
- code web pages using standard HTML/XHTML, including tables and forms;
- make use of Cascading Style Sheets (CSS) to add style to web documents;
- use JavaScript to add interactivity to HTML pages;
- access and manipulate DOM objects in a web document;
- write HTML embedded script code to produce dynamic database driven web documents;
- produce design specification documents applicable to a web site authoring task.

Demonstrated the teamwork skills necessary to:

- work as a member of a project team.
### Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Activities</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>No formal assessment or activities are undertaken in week 0</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Unit Introduction &amp; Key Concepts</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>HTML &amp; Web Standards</td>
<td>Week 2 Progress Due (Friday 6pm)</td>
</tr>
<tr>
<td>3</td>
<td>CSS Formatting</td>
<td>Work Requirement 1 Due (Friday 6pm)</td>
</tr>
<tr>
<td>4</td>
<td>CSS Layout &amp; Rich Media</td>
<td>Week 4 Progress Due (Friday 6pm)</td>
</tr>
<tr>
<td>5</td>
<td>Working with Colour, Images &amp; Rich Media</td>
<td>Work Requirement 2 Due (Friday 6pm)</td>
</tr>
<tr>
<td>6</td>
<td>Using CSS3</td>
<td>Assignment 1 Due (Friday 6pm)</td>
</tr>
<tr>
<td>7</td>
<td>Website Testing, Forms &amp; JavaScript Basics</td>
<td>Week 7 Progress Due (Friday 6pm)</td>
</tr>
<tr>
<td>8</td>
<td>Browser Scripting with JavaScript</td>
<td>Week 8 Progress Due (Friday 6pm)</td>
</tr>
<tr>
<td>9</td>
<td>Document Object Model</td>
<td>Work Requirement 3 Due (Friday 6pm)</td>
</tr>
<tr>
<td>10</td>
<td>Introduction to jQuery</td>
<td>Week 10 Progress Due (Friday 6pm)</td>
</tr>
<tr>
<td>11</td>
<td>Dynamic Pages with jQuery</td>
<td>Work Requirement 4 Due (Friday 6pm)</td>
</tr>
<tr>
<td>12</td>
<td>Search Engine Optimisation; Publishing &amp; Web Hosting</td>
<td>Assignment 2 Due (Friday 6pm)</td>
</tr>
<tr>
<td></td>
<td>SWOT VAC</td>
<td>No formal assessment is undertaken in SWOT VAC</td>
</tr>
</tbody>
</table>

*Unit Schedule details will be maintained and communicated to you via your learning system.

### Teaching Approach

**Lecture and tutorials or problem classes**

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

### Assessment Summary

In-semester assessment: 100%

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Value</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment 1: HTML/CSS Website</td>
<td>20% (20 marks)</td>
<td>Week 6 (Friday 6pm)</td>
</tr>
<tr>
<td>Assignment 2: Group Project</td>
<td>20% (20 marks)</td>
<td>Week 12 (Friday 6pm)</td>
</tr>
<tr>
<td>Work Requirements</td>
<td>35% (5, 10, 10 and 10 marks)</td>
<td>Weeks 3, 5, 9 and 11 (Friday 6pm)</td>
</tr>
<tr>
<td>Weekly Progress Tasks</td>
<td>25% (5 x 5 marks)</td>
<td>Weeks 2, 4, 7, 8 and 10 (Friday 6pm)</td>
</tr>
</tbody>
</table>
Unit Schedule
Assessment Requirements

Assessment Policy

Faculty Policy - Unit Assessment Hurdles

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

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:
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
♦ Consistent application of visual branding
♦ Page layout design
♦ Application of background images
♦ Application of common design conventions
Assessment Requirements

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
♦ Use of JavaScript for product display
♦ User input validation for forms

Due date:
Week 12 (Friday 6pm)

Remarks:
Assessment Requirements

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:** 35% (5, 10, 10 and 10 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 client-side and server-side scripting

  **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.

- **Assessment task 4**

  **Title:** Weekly Progress Tasks

  **Description:** In weeks with no other assessment tasks, students will complete an individual task relevant to the current topic or current major assessment.

  This will include:

  - Completion of a set practical exercise
  - Demonstration of understanding of the current week's topic

  **Weighting:** 25% (5 x 5 marks)

  **Criteria for assessment:** Each task will be assessed for:

  - Completion in a timely manner
  - Demonstration of understanding, or practical implementation of concepts

  **Due date:** Weeks 2, 4, 7, 8 and 10 (Friday 6pm)

  **Remarks:** Submission by online upload. A penalty of 1 mark per day will be applied to late submissions.
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 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
Assessment Requirements

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)


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.html
- Special Consideration; http://www.policy.monash.edu/policy-bank/academic/education/assessment/special-consideration-policy.html
- 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/

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.html

Student Charter


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 Community 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