

### **Module Descriptor: BAM 242 Website Design and Management**

<b><u>Module Name:</u></b>	Website Design and Management
<b><u>Level/Credits:</u></b>	Level 2, 15 Credits
<b><u>Module Aim:</u></b>	This module looks firstly at the technology behind web sites, then the current trends in the web community and finally looks at the principles of managing an internet/intranet site. It aims to introduce students to the principles of HTML and good design, providing opportunity for practical work, which will involve the development of web sites using commercial packages.
<b><u>Learning Outcomes:</u></b>	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand how a website is built;</li> <li>• Be aware of good and bad web design principles;</li> <li>• Understand market research behind a website;</li> <li>• Understand the techniques involved for managing a website;</li> <li>• Have developed a web site;</li> <li>• Use creative problem-solving;</li> <li>• Co-operate and develop team working skills;</li> <li>• Use IT to improve communication effectiveness.</li> </ul>
<b><u>Curriculum Content:</u></b>	<p>The module will begin by introducing students to the designing of a website. This will include market research to establish who the customer is, good and bad visual design principles and planning a website. Students will also explore the commercial use of websites and how they aid the exchange of information from a business perspective. This will then be broadened into using a recent commercial package to create the website, and opportunity will be given to enable students to explore the use of new technologies such as XML, allowing students to put the design stage into production. Students will also learn some basic HTML to enable them to edit work if necessary, and gain a greater understanding of the principles of website programming. Finally the students will learn the techniques necessary to manage a web site that is live.</p> <p>Practical work will also involve the management of their website over a time period. Students will be required to show an example of all the skills learnt in the module.</p>

<b><u>Learning Strategy:</u></b>	The theoretical content of the module will be presented through lectures, demonstrations and workshops. Students will also be expected to use suitable reference sources, and especially the Internet to extend their understanding of the issues covered. Practical work will complement theoretical learning, and will focus on skills that will be relevant and useful beyond the end of the course. Students will be able to learn web management skills through first-hand experience of managing their own live website over a 4-week period.
<b><u>Assessment:</u></b>	<p><b>Formative:</b> Formative assessment is through the students continuing demonstration of their skills in 'using media' and 'co-operation, 'problem solving capability' and 'using IT to improve communication effectiveness'. It will also occur through tutor feedback during workshop and study sessions.</p> <p><b>Summative: Assignment (100%)</b></p> <p>The assignment will be in the form of a project document and will be in two parts.</p> <p>In Part 1 (60%), students will be required to produce an individual project document planning the research, design and building of a website indicating how these facilitate interoperability across platforms and outlining potential security problems (2100 words equivalent).</p> <p>Part 2(40%) will consist of creating the site based on the project document and managing the content over a four-week period. The site should meet accepted standards of design, be effective in meeting its intended goal, and have dynamic content that will change as necessary. The site and its management techniques will also need to be documented in a logbook (1400 words equivalent).</p>