



<b>Unit Title</b>	Creative Web Design (blended)
<b>FHEQ Level</b>	Level 5
<b>Unit Code</b>	ECRC20202
<b>Credit Value</b>	15
<b>Unit Type</b>	Elective

<b>Learning Hours (blended)</b>			
<b>Staff – Student Contact Hours</b>		<b>Independent Study Hours</b>	
Classes	37.5	Independent study	82.5
Supervised access to Ravensbourne resources		Preparation for assessment	30
<b>Total</b>			

### Unit Description

This unit aims to develop skills, knowledge and understanding in web site development and creative web design.

Students will learn about concepts, tools, and techniques for web design and development. You will learn about what it means to be a web designer and various areas of web development process.

The unit will cover essential skills needed to get your online presence in a short span of time, selecting a suitable domain name and web hosting, and getting around the backend of a standard website. You will learn about what is needed to build a brand-new site, from web design software and content management systems, to testing and prototyping tools and development frameworks. You will also learn about standards and accessibility, responsive design, and the three core web technologies: HTML, CSS, and JavaScript.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

### Unit Indicative Content

- What is web design?
- What is a web designer?
- Learning to code
- Choosing a web host
- Working with a CMS
- Exploring how websites are structured
- Choosing your framework or software
- Designing with standards and accessibility in mind
- Learning HTML, CSS, and JavaScript
- Setting up your website end to end

## Unit Aims

1. To understand the principles of creating an effective web page, including an in-depth consideration of information architecture.
2. To become familiar with graphic design principles that relate to web design and learn how to implement theories into practice.
3. To understand how to plan and conduct user research related to web usability.
4. To develop skills in analysing the usability of a web site.

## Unit Learning Outcomes

*(to be selected from the Mini Manual)*

### LO 1 Research/Inspiration

Analyse and interpret information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

### LO 3 Development/Prototyping

Analyse a range of potential pathways that result in appropriate solutions, informed by an understanding of the principles of the creative process.

Related Principle: INTEGRATE

### LO 4 (Pre) Production

Employ relevant knowledge of production skills alongside a grasp of the creative potential of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

## Learning and Teaching Methods

This unit will be delivered using a combination of:

- Lectures / Seminars
- Online activities
- Self-directed independent study
- Peer learning, group discussion, guest speakers

## Assessment methods and tasks

Assessment tasks	Weighting (%) <i>(one grade or multi-grade unit)</i>
Individual website presentation	100%

## Indicative Assessment Criteria

### In relation to a web site:

Demonstrate an understanding of the formalistic (aesthetic) aspects of design and visual communication. (LO1)

Demonstrate good understanding of graphic design and/or game theory and be able to apply this theory to real world projects. (LO3)

Demonstrate an understanding of information design and usability as it applies to interactive media projects. (LO2)

Develop a website at a level suitable for a public audience in an area related to interactive media. (LO4)

## Essential Reading list

Felke-Morris, Terry Ann. Web Development and Design Foundations with HTML5. Pearson, 2019.

Paul McFedries. Web Design Playground: HTML & CSS the Interactive Way, Manning Publications, 2019

### Recommended Reading List

Sabin-Wilson, Lisa. WordPress All-in-One. John Wiley Et Sons, Inc., 2019.

Elias Ericson. Learn WordPress. From beginner to advanced user, 2017

William S. Page. How to Build and Design a Website using WordPress : A Step-by-Step Guide with Screenshots,