

Module Title:	Web Design
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	Lectures / Practicals. Lectures will introduce students to the content of the module, through demonstration and practical applications. Learner's will approach the module in a learning by doing approach, using various CMS systems to develop and deploy bespoke solutions.
Module Aim:	Learners will engage in the process of web design. Using a specific design and development cycle, learners will engage with both best web and design practices for content creation on the web and mobile devices. Learners will create bespoke solutions to web industry standard projects. Employ various content management systems to create bespoke responsive client driven websites. Engage with new technologies that allow for integration in various business and analytics reporting systems.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Develop a content management system by using the current industry standard open sourced CMS systems. Deploy a unique and bespoke designed solution for the website.
LO2	Understand the functionality of various web standard technologies such as recaptcha, analytics, SEO, contact forms. Include these standard elements into each website.
LO3	Understand server side production. Using a live server access, and understand the management, and setup of website, web address, databases. Deploy onto the server a number of CMS platform ready for design projects.
LO4	Work as a creative web designer. Using design skills create effective web design solutions to a clients need. Assess, understand the client requirements, and design and develop an appropriate solution. Using design create an effect GUI and wire frame prior to development
LO5	Create a website that allows for various business needs to be fulfilled through analytics and tracking software.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Web Design & Development

Create dynamic and responsive websites, using the latest technologies. Understand the work flow needed to create effective and well design websites. Using design skills to complete a web project from concept through GUI development, wire-frames, and construction.

Content Management Systems

Deploy, design and maintain a CMS driven website for a client. Understand the process involved, from server deployment to user interface design and development. Use exiting HTML, CSS skills, to deliver a design that is functional, modern, and client driven Connect website with varying social media elements, depending on client needs. Understand the power of connected media, the ability to channel all media streams through the website while maintain the overall look and feel.

Cloud development & Storage

Understand the process behind cloud computing, the power and possibility that it has. Connect all developed website with various cloud backup systems, used for maintenance and deployment. Understand the possibilities of cloud storage and streaming of video and other digital assets.

Web Design Research

Continue research into current trends, from both a design and technology point of view. Create websites that are styled appropriate to the clients and the sector they sit in. Create a continuation of the client existing branding and deploy this through all responsive elements, web, mobile app.

Server Side

Learn the functionality of various web standard technologies such as re-captcha, analytics, SEO, contact forms. Include these standard elements into each website. Using a live web server, realise the server side production process. Using a server access, and understand the management, and setup of website, web address, databases. Deploy onto the server a number of CMS platform ready for design projects.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Through a series of briefs, create bespoke and unique designs for the website project. Utilising the design and wire-frame deploy a live website using an opensource CMS drive platform and integrate the standard web technologies required by the brief	1,2,3,4,5	100.00	n/a

No Project

No Practical

No End of Module Formal Examination

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	n/a	1,4	100.00	n/a

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lab/Lecture	Every Week	2.00
Independent Learning	Every Week	8.00
Total Hours		10.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_HWVCD_B	Bachelor of Art (Honours) in Visual Communications and Design	8	Mandatory