

<b>Module Title:</b>	Web Design and UX
<b>Language of Instruction:</b>	English
<b>Credits:</b>	10
<b>NFQ Level:</b>	7
<b>Module Delivered In</b>	<a href="#">2 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	This is a lab based module. Students will learn from demonstrations and multiple choice quizzes, projects. Students will partake in practical exercises, group critique, project meetings.
<b>Module Aim:</b>	Develop knowledge and competency in front-end web design technology, techniques and workflow. Understand what UX design and development.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Understand UX design and development. Understand the workflow used in creation of engaging experiences for users.
LO2	Design web interfaces using a design process that follows best practice and web standards
LO3	Develop basic programming skills using HTML and CSS.
LO4	Demonstrate ability to publish and manage a website and all associated files on a remote server.
LO5	Demonstrate the use of a high level web authoring tool
LO6	Understand trending technology and development techniques used in Web Design & UX Design
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
<b>Incompatible Modules</b> <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b> <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 Communications

Development of the World Wide Web. Standards Development and Browser Relationship. Mobile Web. Development tools.

#### UX Design

Understand what UX design is and how to create and develop an engaging User Experience

#### HTML

Start and end tags, elements, composite tags, attributes, containers. Forms and layout options. Input types

#### CSS

CSS syntax, selectors, properties, values, precedence. CSS box model. Compound selectors, ids, classes, advanced CSS selectors. External vs Internal vs Inline CSS. Media Queries.

#### Web Design & Development

Using the latest technologies, create a dynamic and responsive website from design concept through to wireframe & development.

### Assessment Breakdown

%

Continuous Assessment

100.00%

### Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Demonstrate knowledge of HTML & CSS.	1,3	30.00	n/a
Project	Follow a process that includes organisational schema, wireframe and mockups to design a website that will display given content. Implement this design using a high level web authoring tool to create a responsive website. The website should take into consideration the UX experience, content flow. The website will be cross-browser compatible.	2,4,5,6	70.00	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**

<b>Workload: Full Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lab/Lecture	Every Week	6.00
Independent Learning Time	Every Week	12.00
Total Hours		18.00

<b>Workload: Part Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lab/Lecture	Every Week	3.00
Independent Learning	Every Week	15.00
Total Hours		18.00

**Module Delivered In**

Programme Code	Programme	Semester	Delivery
CW_BBDMA_B	<a href="#">Bachelor of Science (Honours) in Digital Marketing with Analytics</a>	3	Mandatory
CW_BBDMA_D	<a href="#">Bachelor of Science in Digital Marketing with Analytics</a>	3	Mandatory