

Module Title:	Web Design and UX
Language of Instruction:	English
Credits:	10
NFQ Level:	7
Module Delivered In	2 programme(s)
Teaching & Learning Strategies:	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.
Module Aim:	Develop knowledge and competency in front-end web design technology, techniques and workflow. Understand what UX design and development.
Learning Outcomes	
<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
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 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

Workload: Full Time		
<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

Workload: Part Time		
<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	Bachelor of Science (Honours) in Digital Marketing with Analytics	3	Mandatory
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	3	Mandatory