



MMCC2041

Interactive Web Design

Session 2, In person-scheduled-weekend, North Ryde 2022

Department of Media, Communications, Creative Arts, Language and Literature

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General Information

Unit convenor and teaching staff

Tutor

Alex Mesker

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Contact via 9850 2197

By appointment only

Technical Officer

John Cook

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By appointment only

Credit points

10

Prerequisites

(MAS240 or MMCC2140) or (COMP249 or COMP2110)

Corequisites

Co-badged status

Unit description

This unit teaches the theory and production of websites in the context of the digital age and what that means for media audiences and users. Students develop high level production skills and learn to apply theories of audiences, information architecture, usability and user-focused design to their own original projects created using HTML, CSS and jQuery.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: apply a critical knowledge of the practices, theories and technologies of contemporary Web design.

ULO2: combine HTML, CSS and Javascript in the production of interactive Web-based media.

ULO3: solve coding and design challenges.

ULO4: work independently and professionally in response to project demands.

ULO5: communicate and present information in modes suited to a range of audiences.

General Assessment Information

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a mark of '0' (zero) will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55PM. A 1-hour grace period is provided to students who experience a technical issue.

This late penalty will apply to non-timed sensitive assessment (including essays, reports, posters, portfolios, journals, recordings etc). Late submission of time sensitive tasks (such as tests/exams, performance assessments/presentations, scheduled practical assessments/labs etc) will only be addressed by the unit convenor in a Special consideration application. Special Consideration outcome may result in a new question or topic.

Assessment Tasks

Name	Weighting	Hurdle	Due
Coding Tests	30%	No	21:00 16/08/2022; 21:00 30/08/2022; 21:00 13/09/2022
Website Review	20%	No	23:55 09/09/2022
Project	50%	No	17:00 04/11/2022

Coding Tests

Assessment Type ¹: Quiz/Test

Indicative Time on Task ²: 27 hours

Due: **21:00 16/08/2022; 21:00 30/08/2022; 21:00 13/09/2022**

Weighting: **30%**

You will be required to complete coding tests during the semester to assess your understanding and application of specific concepts taught in the unit. Refer to iLearn for further information.

On successful completion you will be able to:

- combine HTML, CSS and Javascript in the production of interactive Web-based media.
- solve coding and design challenges.

Website Review

Assessment Type ¹: Essay

Indicative Time on Task ²: 18 hours

Due: **23:55 09/09/2022**

Weighting: **20%**

You are required to write an essay critiquing a website of your choice. You should analyse the site's design, appeal, interface and usability, and analyse the positive or negative effects on the target audience(s). This assignment requires you to draw on knowledge gained from the course materials. You will refer to the set readings and your own independent research in executing a critique set against a background of well-researched and informed assessment criteria. Refer to iLearn for further information.

On successful completion you will be able to:

- apply a critical knowledge of the practices, theories and technologies of contemporary Web design.
- communicate and present information in modes suited to a range of audiences.

Project

Assessment Type ¹: Project

Indicative Time on Task ²: 45 hours

Due: **17:00 04/11/2022**

Weighting: **50%**

You will design and build a website. You will research and develop appropriate multimodal content for the website. Your website will communicate a message, call to action, or narrative to its audience using a combination of text, image, and audio-visual content enhanced by interactive possibilities. Refer to iLearn for further information.

On successful completion you will be able to:

- apply a critical knowledge of the practices, theories and technologies of contemporary Web design.
- combine HTML, CSS and Javascript in the production of interactive Web-based media.
- solve coding and design challenges.
- work independently and professionally in response to project demands.

- communicate and present information in modes suited to a range of audiences.
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¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

This unit delivers learning materials via iLearn and via <https://mmcc.mq.edu.au>.

Each week there is a pre-recorded video lecture and a one-hour workshop.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the

University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

Student Services and Support

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support](#) including information about finances, tenancy and legal issues

Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.