



MMCC2039

Principles of Web Design

Session 1, Online-scheduled-weekday 2024

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

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	6
<u>Policies and Procedures</u>	6

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General Information

Unit convenor and teaching staff

Convenor

Alex Mesker

alex.mesker@mq.edu.au

10HA 193C

Wednesday 1–2pm

Credit points

10

Prerequisites

40cp including ((20cp in MMCC or MAS units at 1000 level) or (COMP111 or COMP1150))

Corequisites

Co-badged status

Unit description

This is a practical unit with a focus on visual communication and design for the web. Students undertaking this unit will develop practical and creative web skills, and learn principles of screen-based design and communication, including graphics, interaction, user experience, and responsive design.

The unit develops interconnected creative and technical literacies and teaches designers to code, and coders to design. Students will develop complementary skills that enable them to move from concept to execution, including wireframing and user experience design with industry standard creative tools, and design implementation using open standards.

Students will develop critical insight and practical understanding of creative technologies used in designing for web and screen, which will give them a foundational understanding of concepts explored in subsequent interactive design units.

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: demonstrate a functional understanding of design prototyping and design

implementation.

ULO2: develop effective and efficient means of communicating visually through the browser.

ULO3: understand the iterative processes of prototyping and implementing design for the web and screen-based viewports.

ULO4: communicate ideas effectively in a variety of contexts (including written, visual, and oral) for a variety of audiences.

ULO5: analyse, critically evaluate, and apply 20th and 21st century design approaches to place creative practice within historical and theoretical frameworks.

General Assessment Information

Assessment marks are aligned with the university's [grade descriptors](#).

Attribution

In original creative works, any non-original 'borrowed' code, text, or media files should be appropriately attributed or referenced as you would in a formal written assignment. Submission of work that is primarily copied from resources outside of content provided in the unit is subject to the same [Academic Integrity Policy](#) as written works.

Special Consideration

If you experience serious and unavoidable difficulties when assessment tasks are due, you can consider applying for Special Consideration. Please read the information [available here](#) and, if you are eligible, apply via ask.mq.edu.au.

Late Penalty

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 written reports and recordings only. **Late submission of time sensitive tasks** (such as tests/exams, performance assessments/presentations, scheduled practical assessments/labs **will be addressed by the unit convenor in a Special Consideration application**).

Assessment Tasks

Name	Weighting	Hurdle	Due
Case Study	20%	No	11:55PM on 05/04/24 (Friday, Week 7)

Name	Weighting	Hurdle	Due
Design Prototype	20%	No	11:55PM on 10/05/24 (Week 10)
Design Implementation	30%	No	11:55PM on 31/05/24 (Week 13)
Coursework Portfolio	30%	No	Ongoing

Case Study

Assessment Type ¹: Media presentation

Indicative Time on Task ²: 24 hours

Due: **11:55PM on 05/04/24 (Friday, Week 7)**

Weighting: **20%**

Students will produce a case study of design factors. See iLearn for details.

On successful completion you will be able to:

- communicate ideas effectively in a variety of contexts (including written, visual, and oral) for a variety of audiences.
- analyse, critically evaluate, and apply 20th and 21st century design approaches to place creative practice within historical and theoretical frameworks.

Design Prototype

Assessment Type ¹: Design Task

Indicative Time on Task ²: 24 hours

Due: **11:55PM on 10/05/24 (Week 10)**

Weighting: **20%**

Students will develop a prototype design. See iLearn for details.

On successful completion you will be able to:

- demonstrate a functional understanding of design prototyping and design implementation.
- understand the iterative processes of prototyping and implementing design for the web and screen-based viewports.
- analyse, critically evaluate, and apply 20th and 21st century design approaches to place

creative practice within historical and theoretical frameworks.

Design Implementation

Assessment Type ¹: Design Implementation

Indicative Time on Task ²: 36 hours

Due: **11:55PM on 31/05/24 (Week 13)**

Weighting: **30%**

Students will implement the design prototyped in the Design Prototype assessment. See iLearn for details.

On successful completion you will be able to:

- demonstrate a functional understanding of design prototyping and design implementation.
- develop effective and efficient means of communicating visually through the browser.
- understand the iterative processes of prototyping and implementing design for the web and screen-based viewports.
- communicate ideas effectively in a variety of contexts (including written, visual, and oral) for a variety of audiences.

Coursework Portfolio

Assessment Type ¹: Portfolio

Indicative Time on Task ²: 36 hours

Due: **Ongoing**

Weighting: **30%**

Students will regularly complete learning activities which will be compiled into a coursework portfolio by the end of semester. See iLearn for details.

On successful completion you will be able to:

- demonstrate a functional understanding of design prototyping and design implementation.
- develop effective and efficient means of communicating visually through the browser.
- understand the iterative processes of prototyping and implementing design for the web and screen-based viewports.

- communicate ideas effectively in a variety of contexts (including written, visual, and oral) for a variety of audiences.

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

Students have access to Adobe Creative Cloud to support their creative work throughout the session, and can additionally download and install a free code editor to use in class. Details discussed in class.

Classes start week 2.

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 Advocacy](#) provides independent advice on MQ policies, procedures, and processes

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.

Unit information based on version 2024.02 of the [Handbook](#)