MMCC6239

Principles of Web Design

Session 1, Online-scheduled-weekday 2025

School of Communication, Society and Culture

Contents

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General Information

Unit convenor and teaching staff
Convenor
Alex Mesker
alex.mesker@mq.edu.au
25WW B448
Wednesday 1–2pm

Credit points
10

Prerequisites
Admission to MMediaComm

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 practical knowledge and applied understanding of design

prototyping and design implementation for the web.

ULO2: Develop technical literacy and an effective means of communicating visually through browser-based media.

ULO3: Apply domain-specific skills and iterative processes of design to screen-based media content production.

ULO4: Integrate, synthesise, and communicate ideas effectively in a variety of contexts 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
Coursework Portfolio	30%	No	Ongoing. Cutoff date 14/05/2025 11:55pm (Wednesday Week 10)

Name	Weighting	Hurdle	Due
Case Study	20%	No	16/04/2025 11:55pm (First Wednesday of MSB)
Design Prototype and Implementation	50%	No	06/06/2025 11:55pm (Friday Week 13)

Coursework Portfolio

Assessment Type [1]: Portfolio
Indicative Time on Task [2]: 30 hours
Due: **Ongoing. Cutoff date 14/05/2025 11:55pm (Wednesday Week 10)**
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 practical knowledge and applied understanding of design prototyping and design implementation for the web.
- Develop technical literacy and an effective means of communicating visually through browser-based media.
- Apply domain-specific skills and iterative processes of design to screen-based media content production.
- Integrate, synthesise, and communicate ideas effectively in a variety of contexts for a variety of audiences.

Case Study

Assessment Type [1]: Media presentation
Indicative Time on Task [2]: 24 hours
Due: **16/04/2025 11:55pm (First Wednesday of MSB)**
Weighting: **20%**

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

On successful completion you will be able to:

- Integrate, synthesise, and communicate ideas effectively in a variety of contexts 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 and Implementation

Assessment Type [1]: Design Implementation
Indicative Time on Task [2]: 60 hours
Due: **06/06/2025 11:55pm (Friday Week 13)**
Weighting: **50%**

Students will develop a design prototype and implement it in HTML and CSS. See iLearn for details.

On successful completion you will be able to:
- Demonstrate a practical knowledge and applied understanding of design prototyping and design implementation for the web.
- Develop technical literacy and an effective means of communicating visually through browser-based media.
- Apply domain-specific skills and iterative processes of design to screen-based media content production.
- Integrate, synthesise, and communicate ideas effectively in a variety of contexts 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.

[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). 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). 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) 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 connect.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/

Academic Success

Academic Success 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 the Service Connect Portal, 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 2025.03 of the Handbook