FIT9027
Website authoring

Unit Guide

Semester 1, 2011

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Last updated: 27 Feb 2011
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FIT9027 Website authoring - Semester 1, 2011

This unit will develop the basic concepts of website authoring, from design to implementation. Students will develop skills in creating digital content which is authored to deal with the particular issues of web publishing. The unit will examine HTML/XHTML, Cascading Style Sheets (CSS), the W3C Document Object Model (DOM) and JavaScript as the fundamental website authoring suite. In addition HTML embedded script languages, such as ColdFusion, will be used to create dynamic database driven content. The unit will also introduce wider W3C standards, web usability and web design specification.

Mode of Delivery

Caulfield (Day)

Contact Hours

2 hrs lectures/wk, 2 hrs laboratories/wk

Workload

For this unit, you will need to make the following time commitments:

- a two-hour lecture
- a two-hour tutorial
- 6-8 hours of private/group study per week (at a minimum)

Students are required to attend a minimum of 80% of tutorial classes to pass this unit.

Unit Relationships

Prohibitions

FIT1012, MMS1402, MMS9401

Chief Examiner

Kirsten Ellis

Campus Lecturer

Caulfield

William Lay
Tutors

Caulfield

William Lay

Ruben Hopmans

Zenon Charalambous

Learning Objectives

At the completion of this unit students will have -
A theoretical and conceptual understanding of:

- the characteristics of commercial web sites and the authoring/management issues associated with them;
- the features and applicability of a range of software tools which are used in the development of websites;
- internet standards and protocols, in particular the impact of World Wide Web Consortium (W3C) standards in this area;
- a web based document as an instance of the W3C Document Object Model;
- website usability issues;
- the role that products such as Macromedia Flash can play in web authoring;
- copyright related issues as they apply to web authoring.

Developed attitudes that enable them to:

- appreciate the flexibility required in dealing with clients in a variety of situations encountered in the tendering/authoring process;
- demonstrate a critical attitude towards assessing the success of websites;
- demonstrate a recognition of the strengths and weaknesses of information technology in the context of the development and use of web based multimedia systems.

Developed the skills to:

- create and manipulate digital content for websites, including basic audio and animation;
- code web pages using standard HTML/XHTML, including tables and forms;
- make use of Cascading Style Sheets (CSS) to add style to web documents;
- use JavaScript to add interactivity to HTML pages;
- access and manipulate DOM objects in a web document;
- write HTML embedded script code (such as ColdFusion) to produce dynamic database driven web documents;
- produce design specification documents applicable to a web site authoring task.

Demonstrated the teamwork skills necessary to:

- work as a member of a project team.
Graduate Attributes

Monash prepares its graduates to be:

1. responsible and effective global citizens who:
   a. engage in an internationalised world
   b. exhibit cross-cultural competence
   c. demonstrate ethical values

critical and creative scholars who:

   a. produce innovative solutions to problems
   b. apply research skills to a range of challenges
   c. communicate perceptively and effectively

Assessment Summary

In-semester assessment: 100%

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Value</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTML/CSS Website</td>
<td>20%</td>
<td>Week 7 (Friday 6pm)</td>
</tr>
<tr>
<td>Group Project</td>
<td>20%</td>
<td>Week 12 (Friday 6pm)</td>
</tr>
<tr>
<td>Work Requirements</td>
<td>40% (5%, 10%, 15%, 10%)</td>
<td>Weeks 4, 6, 9, 11</td>
</tr>
<tr>
<td>Concept Diary</td>
<td>20% (10 x 2%)</td>
<td>Weeks 2-11</td>
</tr>
</tbody>
</table>

Teaching Approach

Lecture and tutorials or problem classes

This teaching and learning approach provides facilitated learning, practical exploration and peer learning.

Feedback

Our feedback to You

Types of feedback you can expect to receive in this unit are:

- Informal feedback on progress in labs/tutes
- Graded assignments with comments
- Solutions to tutes, labs and assignments

Your feedback to Us

Monash is committed to excellence in education and regularly seeks feedback from students, employers and staff. One of the key formal ways students have to provide feedback is through SETU, Student Evaluation of Teacher and Unit. The University's student evaluation policy requires that every unit is evaluated each year. Students are strongly encouraged to complete the surveys. The feedback is
anonymous and provides the Faculty with evidence of aspects that students are satisfied and areas for improvement.

For more information on Monash's educational strategy, and on student evaluations, see:
http://www.policy.monash.edu/policy-bank/academic/education/quality/student-evaluation-policy.html

Previous Student Evaluations of this unit

If you wish to view how previous students rated this unit, please go to

Required Resources

The unit covers the following software:

- Adobe Dreamweaver CS4/CS5
- Adobe Photoshop CS4/CS5

All software will be provided in computer laboratories (if you wish to have after-hours access, this can be arranged with ITS). Alternatively, students may use their own computer with their own copies of the software installed.

Software may be:

- Purchased at academic price at good software retailers
- Trial versions of software are available from publishers' websites

Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date*</th>
<th>Activities</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>21/02/11</td>
<td>No formal assessment or activities are undertaken in week 0</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>28/02/11</td>
<td>Unit Introduction &amp; Key Concepts</td>
<td></td>
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<tr>
<td>2</td>
<td>07/03/11</td>
<td>HTML &amp; Web Standards</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>14/03/11</td>
<td>CSS Formatting</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>21/03/11</td>
<td>Working with Colour, Images &amp; Rich Media</td>
<td>Work Requirement 1 due</td>
</tr>
<tr>
<td>5</td>
<td>28/03/11</td>
<td>CSS Layout &amp; Positioning</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>04/04/11</td>
<td>Website Testing, Forms &amp; JavaScript Basics</td>
<td>Work Requirement 2 due</td>
</tr>
<tr>
<td>7</td>
<td>11/04/11</td>
<td>Browser Scripting with JavaScript</td>
<td>Assignment 1 due</td>
</tr>
<tr>
<td>8</td>
<td>18/04/11</td>
<td>Document Object Model &amp; Web Servers</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Mid semester break</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>02/05/11</td>
<td>Server-side Scripting with ColdFusion</td>
<td>Work Requirement 3 due</td>
</tr>
<tr>
<td>10</td>
<td>09/05/11</td>
<td>Structured Query Language &amp; Forms Data</td>
<td></td>
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**Assessment Policy**

To pass a unit which includes an examination as part of the assessment a student must obtain:

- 40% or more in the unit's examination, and
- 40% or more in the unit's total non-examination assessment, and
- an overall unit mark of 50% or more.

If a student does not achieve 40% or more in the unit examination or the unit non-examination total assessment, and the total mark for the unit is greater than 50% then a mark of no greater than 49-N will be recorded for the unit.

**Assessment Tasks**

**Participation**

- **Assessment task 1**

  **Title:**
  HTML/CSS Website

  **Description:**
  A 5-page informational website designed to W3C standards. To be undertaken individually.

  **Weighting:**
  20%

  **Criteria for assessment:**
  Site aims
  - Definition of target audience
  - Statement of site and user goals
  - Suitability to target audience

  Technical criteria
  - XHTML validation using the W3C validator
  - Appropriateness of XHTML structure
  - Application of CSS
  - Degradability of CSS
  - File naming and arrangement
  - Adaptability to various screen sizes
Cross-browser compatibility

Visual design

- Overall visual concept
- Appropriate use of images in design
- Layout of page elements
- Use of conventions and metaphors
- Branding (colours, logos, look & feel)

Information architecture

- Overall site structure
- Clear content hierarchy
- Accessibility of navigation
- Readability of content
- Search engine optimisation

Due date:
Week 7 (Friday 6pm)

Remarks:
Submission by upload to Studentweb.

Assessment task 2

Title: Group Project
Description: A commercial website for a retail company, accessing a product database.

Work to be undertaken in a group of two or three members, with each member taking a specific role in development.

Weighting:
20%

Criteria for assessment:
The final mark you receive will consist of:

- An overall shared group mark (50%)
- An individual mark based on your assigned development role (50%)

Business management

- Overall information structure
- Organisation of files
- Text content accuracy and proof-reading
- Image content quality and suitability
- Overall site accessibility

Graphic design

- Overall design concept
- Company branding and logo design
- Page layout design
- Formatting using CSS
- Typography design
IT management

- Retrieval and display of products table
- Additional ColdFusion functionality
- Application of JavaScript functionality
- User input validation for forms
- HTML validation to W3C standards

Due date:
Week 12 (Friday 6pm)

Remarks:
Submission by upload to Studentweb.

• Assessment task 3

Title:
Work Requirements

Description:
There will be 4 minor work requirement tasks, due at various times throughout the semester.

Weighting:
40% (5%, 10%, 15%, 10%)

Criteria for assessment:
Fulfilment of basic requirements, and completion of additional tasks.

Due date:
Weeks 4, 6, 9, 11

Remarks:
Submission by demonstration during lab sessions.

• Assessment task 4

Title:
Concept Diary

Description:
Each week students will be assigned a research topic. Research and final findings will be presented in the form of a series of weblog entries.

Weighting:
20% (10 x 2%)

Criteria for assessment:
Each weblog entry will be assessed for:

- Relevance of research
- Ability to express concepts
- Timely submission of each blog entry

Due date:
Weeks 2-11

Examinations
Assignment submission

Assignment coversheets are available via "Student Forms" on the Faculty website:
http://www.infotech.monash.edu.au/resources/student/forms/
You MUST submit a completed coversheet with all assignments, ensuring that the plagiarism declaration
section is signed.

Extensions and penalties

Submission must be made by the due date otherwise penalties will be enforced.

You must negotiate any extensions formally with your campus unit leader via the in-semester special
consideration process:

Returning assignments

Students can expect assignments to be returned within two weeks of the submission date or after
receipt, whichever is later

Policies

Monash has educational policies, procedures and guidelines, which are designed to ensure that staff and
students are aware of the University's academic standards, and to provide advice on how they might
uphold them. You can find Monash's Education Policies at:

Key educational policies include:

- Plagiarism
  (http://www.policy.monash.edu/policy-bank/academic/education/conduct/plagiarism-policy.html)
- Assessment
- Special Consideration
  (http://www.policy.monash.edu/policy-bank/academic/education/assessment/special-consideration-policy.html)
- Grading Scale
  (http://www.policy.monash.edu/policy-bank/academic/education/assessment/grading-scale-policy.html)
- Discipline: Student Policy
  (http://www.policy.monash.edu/policy-bank/academic/education/conduct/student-discipline-policy.html)
- Academic Calendar and Semesters (http://www.monash.edu.au/students/key-dates/);
and
- Academic and Administrative Complaints and Grievances Policy
  (http://www.policy.monash.edu/policy-bank/academic/education/management/complaints-grievance-policy.html)

Student services

The University provides many different kinds of support services for you. Contact your tutor if you need
advice and see the range of services available at www.monash.edu.au/students The Monash University
Library provides a range of services and resources that enable you to save time and be more effective in
your learning and research. Go to http://www.lib.monash.edu.au or the library tab in my.monash portal
for more information. Students who have a disability or medical condition are welcome to contact the Disability Liaison Unit to discuss academic support services. Disability Liaison Officers (DLOs) visit all Victorian campuses on a regular basis

- Website: http://adm.monash.edu/sss/equity-diversity/disability-liaison/index.html;
- Telephone: 03 9905 5704 to book an appointment with a DLO;
- Email: dlu@monash.edu
- Drop In: Equity and Diversity Centre, Level 1 Gallery Building (Building 55), Monash University, Clayton Campus.

Recommended Reading

- Foundation Website Creation with CSS, XHTML, and JavaScript By Jonathan Lane, Steve Smith, Meitar Moscovitz, Joseph R. Lewis; friends of Ed, 2008