



Faculty of Arts and Social Sciences
Media and Communication Studies

Syllabus

Web Design I

| | |
|------------------------------------|--|
| Course Code: | MKGA63 |
| Course Title: | Web Design I <i>Webbdesign I</i> |
| Credits: | 15 |
| Degree Level: | Undergraduate level |
| Progressive Specialisation: | First cycle, has only upper-secondary level entry requirements (G1N) |

Major Field of Study:
MKA (Media and Communication Studies)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2017-03-14, and is valid from the Autumn semester 2017 at Karlstad University.

Prerequisites

General admission requirements

Learning Outcomes

Upon completion of the course, the student should be able to:

- plan, design, and realize web sites,
- create and edit html-documents,
- apply different techniques for realizing layouts for web pages,
- apply principles for web usability,
- produce dynamic web sites with HTML, CSS, JavaScript, and CMS,
- apply principles for visual communication in creating carefully thought-out communicative and aesthetic web sites,
- create, edit and adapt digital images suitable for web publishing, and
- analyze and evaluate web sites in terms of web usability, target audience, form, and the technical solution.

Content

The course is divided into two components: web development and digital imaging. The web development component starts with the basics of HTML and the creation of simple HTML documents and ends with the production of complete web sites. The digital imaging components starts with the basics, and continues with more advanced theories and techniques for digital imaging. The course also covers software and equipment for digital imaging: how they work and how they can be used creatively in the work with digital images with a focus on web publishing.

Reading List

See separate document.

Examination

Assessment is based on individual laboratory assignments, individual web design assignment, oral and written presentation of group assignment and a written exam.

Grades

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

Quality Assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

Course Certificate

A course certificate will be provided upon request.

Additional information

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.