# 25143 - Website Design

## Syllabus Information

**Academic Year:** 2020/21
**Subject:** 25143 - Website Design
**Faculty / School:** 301 - Facultad de Ciencias Sociales y Humanas
**Degree:** 278 - Degree in Fine Arts
**ECTS:** 6.0
**Year:** 3
**Semester:** First Four-month period
**Subject Type:** Optional
**Module:** ---

# 1.General information

## 1.1.Aims of the course

## 1.2.Context and importance of this course in the degree

## 1.3.Recommendations to take this course

# 2.Learning goals

## 2.1.Competences

## 2.2.Learning goals

**The student, for passing this subject, should demonstrate the following results ...**

1. The student is able to implement or enforce principles design using website software.
2. The student is able to evaluate the advantages and disadvantages offered by the most common methods in the development of web designs.
3. The student is able to plan, organize and build attractive designs. Adapting them to the specific area of the web environment.

## 2.3.Importance of learning goals

# 3.Assessment (1st and 2nd call)

## 3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

**CONTINUOUS ASSESSMENTE**

1. Research task. Analysis of animations. (10% final grade).
2. Basic concepts tasks (animation and software). (90% final grade).

**FINAL EXAM**

1. Students who have not chosen continuous assessment.
2. Students who have not passed continuous assessment.
3. Students wishing to improve their academic grade. In any case, the best grade will remain.

Final exam is: Theoretical-practical exam of the contents of the subject. 100% final grade.

# 4.Methodology, learning tasks, syllabus and resources

### 4.1.Methodological overview

The methodology followed in this course is oriented towards achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as:

- Lectures. Theoretical presentations by teacher.
- Problem-based learning. The teacher solves representative problems for the students to analyse and solve similar exercises by themselves.
- Assignments. Application of concepts and methods previously explained.
- Tutorials.
- Assessment tasks.

Students are expected to participate actively in the class throughout the semester.

### 4.2.Learning tasks

The course (60h teaching hours + 90h autonomous work) includes the following learning tasks:

- Assimilation of the concepts (liquid design, texts, links, backgrounds, menus, headers, footers) using software.
- Analysis and research activity of websites.
- Web-development activities.
- Final project applying the knowledge and skills acquired in the course.

### 4.3.Syllabus

The course will address the following topics:

1. HTML introduction. Upload files from a server. (2 seasons).
2. CSS introduction. Text format. (2 seasons).
3. Links and images. Optimisation of graphic material. (4 seasons).
4. Tables and sectors (Photoshop). (3 seasons).
5. Buttons (2 seasons).
6. Menus. Lists. (2 seasons).
7. Technical considerations in Website Design (vs traditional design) (5 seasons).
8.  Basic layout (headers, footers, etc.) Global design (10 seasons).
9. Final exercise.

### 4.4.Course planning and calendar

- The initial assignments (short duration) are conducted in the classroom.
- Non-classroom hours are spent searching, analysing and researching examples of websites.
- The final assignments involve more creative freedom, longer duration and have a higher weight in the final grade.
- The submission deadlines are communicated in advance.

The course is structured in the completion of a series of short exercises to strengthen understanding of concepts that culminate in the completion of longer exercises, by way of conclusion, in which the knowledge acquired in previous phases is applied.
The learning activities are linked to the structure of the program.

1. Basic structure HTML file and upload it to a remote server.
2. Use CSS styles to format HTML text.
3. Optimitation images. Use into an HTML file. Make animated GIF
Differences between content images (HTML) vs. decoration images (CSS).
4. Design in Photoshop and export HTML from Photoshop
5. Design button in different states (rest - active).
6. Use an HTML list as a navigation menu.
7. Make global design in Photoshop using specific technical considerations of web design.
8. Final exercise (free).

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course will be provided on the first day of class or please refer to the "Facultad de Ciencias Sociales y Humanas" website: fcsh.unizar.es

### 4.5.Bibliography and recommended resources