Universidad Zaragoza

Academic Year/course: 2022/23

25143 - Website Design

Syllabus Information

Academic Year: 2022/23
Subject: 25143 - Website Design
Faculty / School: 301 - Facultad de Ciencias Sociales y Humanas
Degree: 278 - Degree in Fine Arts
ECTS: 6.0
Year:
Semester: First Four-month period
Subject Type: Optional
Module:

1. General information

1.1. Aims of the course

The main objective of this course is for the student to be able to apply in a virtual space (internet) and indeterminate, concepts acquired in art or design. Building web pages requires knowing the specific problems of web design versus traditional design.

These approaches and objectives are aligned with the following Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda (https://www.un.org/sustainabledevelopment/es/), in such a way that the acquisition of the results of subject learning provides training and competence to contribute to some extent to its achievement

Objective 4: Quality education.

Objective 5: Gender equality.

Goal 8: Decent work and economic growth.

Objective 9: Industry, innovation and infrastructures.

Goal 16: Peace, justice and strong institutions.

Objectives 17: Alliances to achieve the objectives.

1.2. Context and importance of this course in the degree

It is not necessary to have knowledge of html, but it is recommended to have basic knowledge of both Photoshop and Flash.

1.3. Recommendations to take this course

The proliferation of new videographic and artistic aesthetics in recent decades has been preceded by continuous advances in the generation of advanced image treatment tools, with the Internet being an essential means of communication in which to project. For the contemporary visual artist, it is essential to be able to manipulate these tools and dominate a medium with great projection for the future.

2. Learning goals

2.1. Competences

The student, to pass this course, must demonstrate the following results...

Is able to effectively apply or execute fundamental design principles in web page development using industry-specific software.

It is able to evaluate the advantages and disadvantages offered by the most common methods in the development of web designs.

It is capable of planning, structuring and developing designs in an attractive way, adapting them to the specific scope of the web environment.

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

The ability to project designs for publication on the web is essential for the modern artist, either for professional guidance or for self-promotional reasons. Communication through interconnected communication networks (Internet) is a growing reality; being necessary to control the fundamental aspects of this matter to be able to function effectively in future works.

The weight that the visual aspect has acquired on the web makes the designer or graphic artist an indisputable piece when it comes to developing projects in this field. At the same time, it is a means of communication and unlimited experimentation in which the artist can investigate and develop new projects.

3. Assessment (1st and 2nd call)

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

The student will be able to opt for the maximum qualification both in the continuous evaluation modality and in the final global test.

CONTINUOUS EVALUATION MODE

This evaluation is applicable to all students who have completed at least 65% of the face-to-face activities and have delivered within the established deadlines. The accumulation of exercises after the deadline may be considered as a waiver of continuous evaluation.

The activities will be weighted according to the following percentages.

1.- Study of web designs, analysis and investigation of the execution mode. Its defense is valued (10% of the final grade).

2.- Basic exercises of short duration carried out entirely in class for the assimilation of specific concepts of the subject, understanding of the software and special considerations of web design compared to traditional graphic design (90% of the final grade). The exercises will gradually increase in difficulty, acquiring a higher percentage value in the final exercises, which will be a compendium of all the knowledge acquired in the development of the subject.

EVALUATION MODE IN FINAL TEST (GLOBAL)

This evaluation is applicable to:

a) Students who have not chosen the continuous assessment modality.

b) Students who have not passed the continuous evaluation.

c) Students who wish to improve the grade obtained in continuous evaluation, prevailing, in any case, the best of the grades obtained.

The overall test will consist of:

Theoretical-practical exam in the classroom (100% of the final grade). It will be developed entirely in the classroom and coincides with points 1 and 2 in the continuous assessment modality.

Evaluation criteria

Criteria applied in the assessment of learning activities.

Although the evaluation criteria are those mentioned below, the percentage weight in each learning activity may vary depending on the specific needs of the exercise.

1. Achievement of the learning objectives of the subject and the specific ones of each exercise.

2. Personal contribution, conceptual maturity, originality and creativity in solving the exercises. Critical ability.

3. Coherence in the processes and phases of development of the works, knowledge of the materials, technical mastery and formal aspects of the presentation.

4. Degree of complexity in solving the exercises. Analisis and synthesis capacity.

5. Volume of work, level of improvement and personal effort.

6. Implication with the subject, active participation in the practical and expository classes, contribution in the debates and group dynamics.

Demand levels

The learning results will be evaluated according to the following levels of demand

? Know the points in COMMON and DIFFERENCES between web design and printed graphic design.

? Know the SPECIFIC PROBLEMS of web design and the feasibility of executing them.

? Design web environments GLOBALLY and not as an accumulation of independent elements.

? Know and properly use BASIC CONCEPTS and terminology of web design, which enable interdisciplinary communication.

Creativity, originality and conceptual maturity as well as the knowledge and use of advanced techniques are the criteria that allow the grade to be substantially improved.

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. Basic concepts to develop
2. Introduction to HTML. Upload files to remote server.
3. CSS introduction. Text formatting.
4. Hyperlinks and images. Image optimization. Moving images.
5. HTML tables and Photoshop sectors.
6. Technical considerations in web design.
7. Basic structure (headers, footers, etc.).
8. Button design.
9. Background design.
10. Menu Creation
11. Projects. Idea, structure, methodology, forecast of problems.
12. Projects. Design, corrections and modifications.
13. Projects. Testing, final adjustments, improvements.

4.4. Course planning and calendar

Calendar of face-to-face sessions and presentation of works

Total hours for the student: 150h [60 contact hours + 90 non-contact hours].

The initial works will be developed in the classroom after the corresponding explanation and in case of not being able to attend or not being able to complete it, a maximum of 14 days will be available for its delivery.

The non-contact hours will be used for information search, web analysis, personal practices and development of personal work.

The final works will suppose a greater creative freedom for the student and will consist of the application of the knowledge acquired during the course of the subject.

4.5. Bibliography and recommended resources

http://psfunizar10.unizar.es/br13/egAsignaturas.php?codigo=25143