

## 25143 - Website Design

### Syllabus Information

**Academic year:** 2023/24

**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

Students will make a detailed incursion into web design methodologies, paying special attention both to the artistic reflection around the idea of presenting content on networks (e.g.: the aesthetic proposals of net.Art) and to the principles of design such as the use of HTML editing programs.

These approaches and objectives are aligned with the following Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda:

Goal 4: Quality Education.

Goal 5: Gender equality.

Goal 8: Decent Work and Economic Growth

Goal 10: Reduction of Inequalities

Goal 11: Sustainable Cities and Communities

Goal 12: Responsible Production and Consumption

Goal 16: Peace, Justice and Strong Institutions

It is recommended to have taken "Introduction to Design" and/or "Design Workshop".

### 2. Learning results

At the end of the subject, students will have acquired sufficient knowledge of web design and those related to artistic proposals on the net to carry out professional design work as aesthetic-artistic professionals.

### 3. Syllabus

- Introduction to HTML, CSS and Java.
- Design with HTML editing programs (Dreamweaver or others)
- Hyperlinks and images. - Image optimization. - Moving images.
- HTML tables and Photoshop sectors.
- Technical considerations in web design.
- Basic structure (headers, footers, etc.).
- Button design.
- Menus. - Lists.
- Net.Art and networked artistic proposals.

### 4. Academic activities

Exercises to assimilate the basics of web design (liquid design, text treatment, hyperlinks, treatment of multimedia resources, backgrounds, menus, headers, footers) through the use of graphic design and web development software.

Activities of deepening and development in exercises of greater complexity as projects accompanied by an increase in the student's creative capacity: adaptation of new elements to an existing website with an already established aesthetic, design of a website from printed graphic material.

Concluding activity. Development of a final work of free creation that reflects the knowledge and skills acquired during the development of the subject.

### 5. Assessment system

#### CONTINUOUS ASSESSMENT MODE:

This assessment is applicable to all students who have completed at least 65% of the classroom activities and have delivered the assignments within the established deadlines. The accumulation of exercises submitted out of the established deadlines may be considered as a waiver of continuous assessment.

The activities will be weighted according to the following percentages:

Study of web designs, analysis and research of the execution mode. The defence of the same is valued (10% of the final grade).

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 versus traditional graphic design (90% of the final grade). The exercises will gradually increase in difficulty, with the final exercises acquiring a higher percentage value. The final exercises will be a compendium of all the knowledge acquired in the development of the subject.

#### ASSESSMENT MODE IN FINAL TEST (GLOBAL)

This evaluation is applicable to:

Students who have not chosen the continuous assessment mode.

Students who have not passed the continuous assessment.

Students who wish to improve the grade obtained in continuous assessment. In any case, the best of the grades obtained will prevail.

The **overall test** will consist of:

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

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#### GLOBAL TEST

*All students will have the right to take the global test in order to pass the subject or to improve the grade obtained. Students attending the exam must appear punctually on the day and at the time indicated in the exam's notice, otherwise they will be considered as "No-shows".*

#### SECOND CALL

*The evaluation in second call, to which all students who have not passed the subject will be entitled, will be carried out by means of a global test that will take place in the period established in the academic calendar, to that effect, by the Governing Council.*