JÖNKÖPING UNIVERSITY
School of Education and Communication

COURSE SYLLABUS
Internet and Web Design, 7.5 credits

Internet and Web Design, 7,5 högskolepoäng

Course Code:	LIWK16	**Education Cycle:**	First-cycle level
Confirmed by:	Director of Education Nov 29, 2018	**Disciplinary domain:**	Technology
Valid From:	Spring 2019	**Subject group:**	MK1
Version:	3	**Specialised in:**	G1F
		Main field of study:	Media and Communication Science

Intended Learning Outcomes (ILO)

On completion of the course, students should:

Knowledge and understanding
- display knowledge of web interface design principles (1)
- display basic knowledge of HTML and CSS (2)
- demonstrate the ability to exemplify how a website can be marketed (3)

Skills and abilities
- be able to create graphical user interfaces for web (4)
- be able to plan a small to medium sized web project (5)

Judgement and approach
- be able to explain and argue for good usability on web pages (6)
- be able to evaluate and criticise a site's accessibility and suggest improvements (7)

Contents

- HTML and CSS
- Graphical user interface design
- Web usability
- Web accessibility
- Marketing strategies for web
- Web design process

Type of instruction

The teaching consists of lectures, seminars and exercises performed individually or in groups. A digital learning platform is used.

Students who have been admitted to and registered on a course have the right to receive instruction/supervision for the duration of the time period specified for the particular course to which they were accepted. After that, the right to receive instruction/supervision expires.

The teaching is conducted in English.

Prerequisites
General requirements and 37,5 credits in Media and Communication Science or equivalent. English proficiency is required. Exemption is granted from the requirement in Swedish.

Examination and grades
The course is graded A, B, C, D, E, FX or F.

The grades A, B, C, D and E are all passing grades. For courses with more than one examination, students are given a final grade based on an overall assessment of all examinations included in the course. The final grade of the course is issued only when all course units have been passed. The examination is based on instruction and course literature.

The examination must allow for students to be assessed on an individual basis. Students may not make a second attempt at any examination (or element of examination) already passed in order to receive a higher grade. Further information concerning assessment and grading criteria is provided in a study guide distributed at the beginning of the course.

Students are guaranteed a minimum of three examination occasions, including the regular occasion. If a student has failed the same examination three times, the student is entitled to request that the next examination is assessed and graded by a new examiner if possible. The decision to accept or reject such a request is made by the course coordinator, or, in case the course coordinator is also the examiner, by a person appointed by the Managing Director. In case the course is terminated or significantly altered, examination according to the present course syllabus shall be offered on at least two occasions in the course of one year after the termination/alteration.

The course is examined by means of:
- Written exam (goal 2)
- Group project with a written report (goals 3,4,5)
- Individual assignments (goals 1, 4, 7)
- Literature seminar (goal 6)

Registration of examination:

Name of the Test	Value	Grading
Litterature Seminar[I]	1 credit	U/G
Individual Assignments	2 credits	A/B/C/D/E/FX/F
Written Exam	1.5 credits	A/B/C/D/E/FX/F
Group Project	3 credits	A/B/C/D/E/FX/F

[I] The examination is graded Fail (U) or Pass (G)

Course evaluation
At the end of the course, a course evaluation is performed and commented on by the course coordinator and, if possible, a student/students (course developer/s).

The course evaluation, which is published on the relevant learning platform and submitted to the study administration, is to function as a basis for future improvements to the course.

Other information

The aim of the course is to give the students knowledge concerning content and design on the web. The course has its basis in present research in the field of web communication and marketing.

Course literature

Krug, Steve. (2014). *Don't make me think, revisited : a common sense approach to Web usability.* San Francisco: New Riders. 216 pages.

Niederst Robbins, Jennifer. (2018). *Learning web design?: a beginner's guide to HTML, CSS, JavaScript, and web graphics* (Fifth edition). O'Reilly Media. 700 pages.

Reference Literature
Citing Sources – How to Create Literature References. http://ju.se/library/search--write/citing-sources---how-to-create-literature-references.html

Information Material about Anti-Plagiarism at Universities. *The Interactive Anti-Plagiarism Guide – Jönköping University.*