

## BASIC DETAILS:

<b>Subject:</b>	DISEÑO WEB		
<b>Id.:</b>	31951		
<b>Programme:</b>	GRADUADO EN PERIODISMO. PLAN 2014 (BOE 15/10/2014)		
<b>Module:</b>	PERIODISMO MULTIMEDIA		
<b>Subject type:</b>	OPTATIVA		
<b>Year:</b>	4	<b>Teaching period:</b>	Primer Cuatrimestre
<b>Credits:</b>	6	<b>Total hours:</b>	150
<b>Classroom activities:</b>	70	<b>Individual study:</b>	80
<b>Main teaching language:</b>	Inglés	<b>Secondary teaching language:</b>	Castellano
<b>Lecturer:</b>	LITE MARTINEZ, ANTONIO (T)	<b>Email:</b>	alite@usj.es

## PRESENTATION:

In this course the knowledge and practice necessary to have a real and professional view of all the processes that exist around creating and publishing a website will be acquired. Learning will focus mainly on HTML, CSS and JavaScript, resources needed for creating websites from scratch or modifying sites are custom made by third parties or with any CMS.

However, creating and publishing a website is only the beginning. There are a lot of tasks and workload in areas such as media content optimization and search engine positioning, web analytics, social media.... and even more theoretically, they are also included in the subject contents.

## PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

<b>General programme competences</b>	G01	Ability to analyse and synthesise.
	G02	Problem solving.
	G03	Ability to organise and plan.
	G05	Use of Information Technologies.
	G07	Teamwork.
	G09	Ethical commitment.
	G12	Ability to generate new ideas (creativity).
<b>Specific programme competences</b>	E06	Capacity and ability to communicate using the lexicon of each of the traditional communications media (press, photography, radio, television) in their modern combined format (multimedia) or the new digital media (internet), through hypertextuality.
	E08	Capacity and ability to use the information and communications technologies and techniques in the various media or combined or interactive media systems (multimedia).
	E09	Capacity and ability to use the information systems and resources and their interactive applications.
	E12	Ability to conceptualise, plan and execute information or communications projects, undertaken according to topic areas - applying journalistic styles and procedures.
	E26	Ability to pursue the various journalistic tasks in an atmosphere of media convergence, through format integration and the incorporated production of communications content in a digital environment.
	E27	Awareness and application of audiovisual editing techniques, web design and digital platforms as applied to any type of journalistic copy through any communications medium.
<b>Learning outcomes</b>	R01	Analyse and plan the creation of a web site.
	R02	Design and publish content on the Internet, in accordance with professional web standards.
	R03	Assess the needs of a web site and choose the right work tools.
	R04	Change, update and maintain the design and contents of pre-existing web sites.
	R05	Find resources to maintain constant training as a Web Design professional.

## PRE-REQUISITES:

It is recommended have some knowledge of Photoshop or any image editing program.

## SUBJECT PROGRAMME:

Observations:

The sessions will be divided into:

### 1. Theoretical sessions

The teacher will introduce the subject, explain the theoretical concepts that will work. The student must acquire the technical vocabulary and become accustomed to functioning properly on web projects. These sessions include lectures, presentations and audiovisual material.

### 2. Practical Sessions

Once the theoretical concepts have been raised, the student must work on their practices individually. To do this, they will have time in the classroom, with the teacher's help to solve the problems and concerns they may have, although what is intended with the practices is that the students themselves are able to solve problems independently.

**Coursework to do will be explained in the classroom and the criteria for evaluating them will be clearly explained.**

### Subject contents:

<b>1 - Introduction to web design</b>
1.1 - World Wide Web
1.2 - Internet services
1.3 - Languages and formats
1.4 - Beyond design
1.5 - Job market
<b>2 - HTML</b>
2.1 - Introduction to HTML language
2.2 - Document structure
2.3 - Text format
2.4 - Lists
2.5 - Links
2.6 - Tables
2.7 - Frames
<b>3 - Image production</b>
3.1 - Use of images on the web
3.2 - Graphic formats
3.3 - Image optimization
3.4 - Image maps
<b>4 - Style Sheets</b>
4.1 - Introduction to CSS
4.2 - Applications and practical use
4.3 - DIV and SPAN tags
4.4 - Selector, attribute and value
4.5 - Measurement units and values
4.6 - Design with CSS
4.7 - Bootstrap
<b>5 - JavaScript</b>
5.1 - Introduction to JavaScript
5.2 - Practical applications
5.3 - Form validation
5.4 - jQuery
5.5 - Applications and using Ajax
<b>6 - Multimedia</b>
6.1 - Multimedia and interactivity
6.2 - Animations
6.3 - Audio and Vídeo
6.4 - Flash and ActionScript
<b>7 - Usability and accessibility</b>
7.1 - Audience of website
7.2 - Navigation structures

7.3 - Sitemap
7.4 - Design and resolution
7.5 - Standards
<b>8 - Web projects</b>
8.1 - Project planning
8.2 - Organization and distribution of tasks
8.3 - Domains and hosting
8.4 - Publication, administration and maintenance
8.5 - Security and e-commerce
8.6 - Legislation
<b>9 - Search engine optimization</b>
9.1 - SEO
9.2 - SEM
<b>10 - Web Analytics</b>
10.1 - Google Analytics
10.2 - Web analytics tools

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

## TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

### Teaching and learning methodologies and activities applied:

The course consists of different methodologies that will take place during the semester:

**Theoretical or Lectures:** presentation by the teacher of theoretical content consisting subject, display examples and commentary on them.

**Practical classes:** practical exercises, by default, will have an individual character and can be solved in class or at the time of autonomous work to be made by the student, but would be solved in the classroom all those doubts and questions by the teacher or students arise. During the course will be held at least one job group (the teacher is responsible for creating groups).

**Final work:** the main job of the course will be the realization of a project to build a website that is individually developed and whose characteristics will be announced to students. This work will be carried out mainly as part of the autonomous student work and receive weekly attention from the teacher.

**Final exam:** a final written exam will be held to evaluate all the theoretical concepts introduced in the course.

### Student work load:

Teaching mode	Teaching methods	Estimated hours
<b>Classroom activities</b>	Master classes	24
	Other theory activities	4
	Practical exercises	12
	Practical work, exercises, problem-solving etc.	12
	Coursework presentations	4
	Workshops	8
	Laboratory practice	2
	Other practical activities	4
<b>Individual study</b>	Tutorials	4
	Individual study	10
	Individual coursework preparation	30
	Group coursework preparation	10
	Project work	10
	Research work	4
	Compulsory reading	4

	Recommended reading	2
	Portfolio	2
	Extra-curricular activities (visits, conferences, etc.)	2
	Other individual study activities	2
	<b>Total hours:</b>	<b>150</b>

### ASSESSMENT SCHEME:

#### Calculation of final mark:

Individual coursework:	60 %
Group coursework:	20 %
Final exam:	20 %
<b>TOTAL</b>	<b>100 %</b>

\*Las observaciones específicas sobre el sistema de evaluación serán comunicadas por escrito a los alumnos al inicio de la materia.

### BIBLIOGRAPHY AND DOCUMENTATION:

#### Basic bibliography:

Niederst Robbins, Jennifer. Web Design in a Nutshell. O'Reilly, 2006  
Meyer, Eric. CSS: The Definitive Guide: Visual Presentation for the Web. O'Reilly, 2017

#### Recommended bibliography:

Morville, Piter y Rosenfeld, Louis. Information Architecture for the World Wide Web. O'Reilly, 2006  
Rubiales Gómez, Mario. Curso de Desarrollo Web: HTML, CSS y JavaScript. Anaya Multimedia, 2017  
Hong, Philippe. Practical Web Design: Learn the fundamentals of web design with HTML5, CSS3, Bootstrap, jQuery, and Vue.js. Packt Publishing, 2018

#### Recommended websites:

W3C	<a href="http://www.w3.org">http://www.w3.org</a>
W3Schools Online Web Tutorials	<a href="http://www.w3schools.com/">http://www.w3schools.com/</a>
Stack Overflow	<a href="http://stackoverflow.com/">http://stackoverflow.com/</a>
jQuery	<a href="https://jquery.com/">https://jquery.com/</a>
Bootstrap	<a href="https://getbootstrap.com/">https://getbootstrap.com/</a>