

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	WEB DESIGN & UX		
<b>MODULE CODE</b>	TE1800	<b>CREDIT VALUE</b>	40 CREDITS / 20 ECTS
<b>CAMPUS</b>	UCLAN CYPRUS		
<b>SCHOOL</b>	SCHOOL OF SCIENCE		

### MODULE AIMS

This module aims:

- To provide students with opportunities to develop a good foundation in web design principles and industry standard development tools.
- To encourage practical responses to common design problems with emphasis on user-centred functionality.
- To help students recognise and build industry level skills and knowledge in preparation for future work experience and employment.

### MODULE CONTENT

The students will be introduced to the key tenants of web design and the principles of user centred design and user experience, in order to develop effective prototypes and coded solutions.

Students will explore the current trends and technologies that influence and deliver websites and HTML5 based web applications in order to develop an understanding of the subject area.

In this module students will learn how to develop and deliver effective, accessible, visually appropriately designed and content rich web sites using HTML 5 and CSS.

The students will develop knowledge in coding techniques, content creation, web APIs, web browser and server technologies in order to produce optimised web site solutions that effectively meet the needs of users and clients.

Students will apply industry best practice in the planning and delivery of web applications that take into account the overall user experience of the web applications that they create as a core part of their development process,

### INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:	
1.	Recognise and evaluate appropriate web design trends, techniques and methods.
2.	Apply a range of development tools, coding techniques, content creation and file management methods effectively.
3.	Plan and build effective solutions to design briefs that are driven by the user experience
4.	Demonstrate understanding of the overall User Experience in the applications developed

## **TEACHING METHODS**

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This module offers a generally practical approach to learning interactive application design and delivery. Students will attend lectures, seminars and labs in preparation for practical coursework. They will undertake a series of formatively assessed practical exercises, applying methods explored in lectures and lab-based demonstrations. Their learning will be supported by access to on-line materials and development systems.

To encourage communication and help underpin the multidisciplinary nature of the module students will work in small groups for some practical exercises and in the delivery of one piece of assessed coursework. They will also be expected to make a short presentation explaining their methods and approach to the research and development of solutions.

Assignment briefs will be designed to allow students to demonstrate their knowledge, understanding and application of relevant methods.

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## **ASSESSMENT METHODS**

This module is assessed through an Individual Brief and a Group Brief.