



**University of
Central Lancashire**
UCLan Cyprus

BSc (Hons) Web Design & Development

In the last few years, businesses worldwide have progressively become digitally oriented. As a result, digital media, technology and web related practices are becoming more and more popular. The BSc (Hons) Web Design and Development programme combines a number of topics as they apply to the Digital Society and Digital Technologies.

The programme includes digital media emerging areas, such as video and audio production, graphic design, animation, digital content creation and management, special effects, web design and development, web application design, UX and UI design, social media management and search engine optimisation. Programme graduates will be able to apply their knowledge in different disciplines, such as web and app design and development, audio-visual production, multimedia production, social media management, internet marketing, SEO, SEM, online word of mouth, digital storytelling, e-business, e-commerce and mobile commerce.

Employability is also embedded in the programme, which contains several elements with emphasis on industry work, continuous learning and personal development, reflective practice, teamwork and problem-solving skills through applied projects. This broad applicability of the programme, combined with the personal capability that the programme engenders, creates highly competent individuals whose value is recognised by employers.



f @ t in o d
uclanycyprus.ac.cy

THE BRITISH UNIVERSITY OF CYPRUS

12-14 University Avenue, Pyla, 7080, Larnaca, Cyprus
T. +357 24 69 4000 | F. +357 24 81 2120 | E. info@uclanycyprus.ac.cy

BSc (Hons) Web Design & Development

YEAR 1

S E

COMPULSORY

Advertising and Marketing Communications	1	10
Academic Writing	YL	10
Introduction to Maths and Statistics	YL	10
Internet Fundamentals	YL	10
Introduction to Audiovisual Technologies	YL	10

OPTIONAL

English for Academic Purposes	YL	10
Managing People and Enterprise Skills	2	10
University Elective	2	10

YEAR 2

S E

COMPULSORY

Interaction Design	YL	10
Web Design & UX	YL	20
Computer Graphics	YL	10
Web Development	YL	10

OPTIONAL

Contextual Studies	YL	10
Multimedia Production	YL	10
Video Production	YL	10
Audio Production	YL	10

YEAR 3

S E

COMPULSORY

Application Design & Delivery	YL	30
Graphic Communication	1	10
Data Driven Applications	2	10

OPTIONAL

Social Media Management	2	10
Professional Practice	2	10
Video-Post Production	2	10
Code for Design	2	10

YEAR 4

S E

COMPULSORY

Portfolio Projects	YL	20
User Experience Design	YL	10
Enterprise Development & Production	YL	20

OPTIONAL

Research Project	YL	10
Work as Practice	YL	10
Data Management	YL	10

CAREER OPTIONS

Nowadays, there is high employability potential for students studying Web Design & Development, and this is expected to be increasing in the future, as information communication technologies continue pushing into new frontiers. With the rapid advancement of technologies, qualified and skilled professionals are becoming more and more essential for almost all industry sectors. The programme's content diversity equips graduates with the necessary expertise to be employed in different sectors (industry, private or government) and as part of different departments, including web development, web design, e-commerce, graphic design, multimedia or advertising. Additionally, graduates are employed in digital/multimedia agencies, advertising agencies, consultancy firms or even start their own businesses.

ENTRY REQUIREMENTS

The minimum requirements are: Apolytirion or High School Leaving Certificate, or 96 A' Level points (new Tariff system) in relevant subjects.

> Proof of English Language knowledge to a score of at least IELTS 5.5, or other equivalent according to the Common European Framework of Reference for Languages (CEFR).

S: SEMESTER / E: ECTS / YL: YEAR LONG

The University reserves the right to make amendments to programmes in order to improve the quality of learning content and outcomes.

✉ admissions@uclancyprus.ac.cy

☎ **+357 24 69 40 00**