Course Specifications

Valid as from the academic year 2016-2017

Advanced Website Management (A704030)

Course

Specifications

Lecturers in academic year 2017-2018

Bastiaansen, Stef
LW22 staff member

Lefever, Els
LW22 lecturer-in-charge

Course offerings and teaching methods in academic year 2017-2018

A (semester 1) English seminar: practical 22.5 h
self-reliant study 22.5 h

Offered in the following programmes in 2017-2018

Postgraduate Certificate Computer-Assisted Language Mediation

5 A

Teaching languages

English

Keywords

Website management, HTML, CSS, CMS, content management system

Position of the course

This course’s main objective is to offer students:

· the skills to both develop and maintain a professional website;
· a solid technical background of HTML, CSS and CMS;

Contents

The course covers the whole process of building and maintaining a professional website driven by a content management system (CMS). Though the main focus is on the more technical aspects of how such a website is built and maintained, the students are also introduced to the basic principles of web design and the functioning of web teams. Basically, this course comprises four modules:

• Basic module: how does the internet work (servers, clients, proxies, protocols, DNS, ...), how does a web team work (developers, frontend, backend, ...), the conceptual part of creating a website (define target audience, writing for the web, ...).
• HTML/CSS module: learn the principles of (x)html and css to design, develop and maintain a website.
• Database/CMS module: learn the basic principles of databases, and how to build and maintain a website using a CMS (e.g. Drupal or Wordpress).
• Use cases: the student gets a hands-on introduction to real life problems and successes a web team might encounter

Initial competences

The student:

· Has a good command of English;
· Has good computer skills: Windows (explorer), Office (Word)

Final competences

1 The student has a solid technical background to build and maintain a website driven by a content management system.
2 Additionally the student is able to translate a concrete business strategy to design and develop an appropriate website using a designated CMS;
3 Additionally the student is able to write in an appropriate web-based style;
4 Additionally the student is able to understand and communicate about technical details regarding website management.

Conditions for credit contract

(Approved)
This course unit cannot be taken via a credit contract
This course unit cannot be taken via an exam contract

Teaching methods
Self-reliant study activities, seminar: practical PC room classes

Learning materials and price
Slides
Exercises on learning platform: additional materials and exercises
Estimated extended price: 0 €

References

Course content-related study coaching
Individual feedback on the exercises. Students may solicit assistance or extra information during the seminars or during the teacher’s consultation hours.

Evaluation methods
end-of-term evaluation and continuous assessment

Examination methods in case of periodic evaluation during the first examination period
Written examination

Examination methods in case of periodic evaluation during the second examination period
Written examination

Examination methods in case of permanent evaluation
Assignment, skills test

Possibilities of retake in case of permanent evaluation
examination during the second examination period is possible

Extra information on the examination methods
First session:
- Skills tests (small assignments during the course): 50%
- Assignment (website made with Wordpress) (25%)
- Theoretic examination about the terminology (25%)
Second session:
- Assignment (website made with Wordpress) (50%)
- Theoretic examination about the terminology (50%)

Calculation of the examination mark
Skills test (50%)
Assignment (25%)
theoretic examination about the terminology (25%)
Second session:
assignment (25%)
theoretic examination: (50%)

Facilities for Working Students
Can be requested from the learning track counsellor.

(Approved)