Course Specifications
Valid as from the academic year 2019-2020

Website: Design and Communication (A703303)

Course规格

Lecturers in academic year 2019-2020

De Sutter, Gert LW22 lecturer-in-charge
De Schepper, Sylvianne LW22 co-lecturer

Offered in the following programmes in 2019-2020

| Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, English, French) | 3 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, English, German) | 3 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, English, Italian) | 3 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, English, Russian) | 3 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, English, Spanish) | 3 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, English, Turkish) | 3 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, French, German) | 3 | A |
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| Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, German, Russian) | 3 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, German, Spanish) | 3 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, German, Turkish) | 3 | A |
| Master of Arts in Art History, Musicology and Theatre Studies | 3 | A |

Teaching languages
Dutch

Keywords
Website creation, writing for the web, HTML, CSS, SEO

Position of the course
The course’s main goals are to teach students:
• how to perform an analysis of website goals and audiences; how to develop an effective macro structure and navigation structure;
• how to deal with the communicative demands of the WWW by writing specific, effective web texts or rewriting existing texts;
• the basics of HTML and CSS.

Contents
The course website management covers the whole process of building a website, from the conceptual design, to the actual coding and writing of the web contents. Basically, three aspects can be discerned:
• Conceptual part: determine goals and target audience of the website; develop macro structure and navigation structure
• Communicative part: guidelines for efficient and effective website communication: language, style, structure
• Technical part: introduction to XHTML 1.0 or HTML5 and CSS; upload procedure and online website management.

Initial competences
The student has basic computer skills: Windows (explorer), Office (Word)

Final competences
1. Having a command of Dutch at professional native speaker level, with specific attention for the needs of screen reading [B.1.1; assessed].
2. Having knowledge and understanding of the contextual factors that influence writing for the web [B.1.6; assessed].
3. Having basic knowledge and understanding in the field of digital communication, with attention to a website’s formal building blocks (HTML and CSS) and with attention to macrostructure and microstructure, navigation resources and search engine optimalisation [B.1.7; assessed].
4. Editing texts, so that they become correct, stylistically adequate and readable [B.6.1; assessed].
5. Giving an oral presentation on a specific topic [B.6.3; not assessed].
6. Assessing the usefulness of computer applications for communication [B.6.6; not assessed].

Conditions for credit contract
Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in ‘Starting Competences’

Conditions for exam 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
Course material:
• Hand-outs
• Additional materials and exercises via the electronic learning platform

References
• http://www.w3schools.com/

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

Examination methods in case of periodic evaluation during the first examination period
Assignment, report

Examination methods in case of periodic evaluation during the second examination period
Assignment, report

Examination methods in case of permanent evaluation

Possibilities of retake in case of permanent evaluation

(Proposal)
Extra information on the examination methods

• Assignment: the students develop a well-structured, professional website in Dutch about a topic of their own choice, taking into account the conceptual, communicative and technical guidelines offered in the course.

• Report: The students describe their conceptual, communicative and technical choices in a brief report, as well as the problems they encountered and the solutions to overcome these problems.

Calculation of the examination mark

• Assignment: 80% of the end mark

• Report: 20% of the end mark

Students who do not take part in the assessment of one or more parts of the course evaluation cannot pass the course evaluation. Should the average mark be higher than 10/20, the final mark will be reduced to the highest non-pass mark (= 9/20).

Facilities for Working Students

1. Class attendance is required
2. Not possible to re-schedule examinations
3. Feedback can be given by e-mail or by appointment during office hours

Addendum

XWBM