

Website: Design and Communication (A703303)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

Course size *(nominal values; actual values may depend on programme)*

Credits 3.0

Study time 90 h

Contact hrs

35.0 h

Course offerings and teaching methods in academic year 2020-2021

A (semester 2)

Dutch

Gent

seminar: practical PC room
classes

22.5 h

self-reliant study activities

12.5 h

Lecturers in academic year 2020-2021

De Sutter, Gert

LW22

lecturer-in-charge

De Schepper, Sylvianne

LW22

co-lecturer

Offered in the following programmes in 2020-2021

Master of Arts in Multilingual Communication: a combination of at least two languages
(main subject Dutch, English, French)

crdts 3

offering 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

Master of Arts in Multilingual Communication: a combination of at least two languages
(main subject Dutch, French, Italian)

3

A

Master of Arts in Multilingual Communication: a combination of at least two languages
(main subject Dutch, French, Russian)

3

A

Master of Arts in Multilingual Communication: a combination of at least two languages
(main subject Dutch, French, Spanish)

3

A

Master of Arts in Multilingual Communication: a combination of at least two languages
(main subject Dutch, French, Turkish)

3

A

Master of Arts in Multilingual Communication: a combination of at least two languages
(main subject Dutch, German, Italian)

3

A

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 optimisation [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, online seminar

Extra information on the teaching methods

- (Online) seminar
- Independent work

Due to COVID19, alternative work methods are possible. Information will be provided via the electronic learning platform.

Learning materials and price

Course material:

- Hand-outs
- Additional materials and exercises via the electronic learning platform

References

- Hendriks, W. (2012). Schrijven voor het beeldscherm. BIM Media
- <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

continuous assessment

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**

examination during the second examination period is possible

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. Feedback can be given by e-mail or by appointment during office hours

Addendum

XWBM