

## Course Outline

**Code: DES222**

**Title: Responsive Website Design**

**School:** Creative Industries  
**Teaching Session:** Semester 2  
**Year:** 2019  
**Course Coordinator:** Dr Uwe Terton, uterton@usc.edu.au  
**Course Moderator:** Assoc Prof Sandy O'Sullivan, sandy.osullivan@usc.edu.au

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

### 1. What is this course about?

#### 1.1 Description

You will build on skills acquired in the previous course by iteration and by the introduction of additional competencies in Responsive Website Design (RWD) for multiple devices, File Transfer Protocol (FTP) and cPanel processes. This course introduces students to the content management system (CMS). On successful completion of the is course you will be able to design and develop a dynamic website that is targeted towards an identified and described major user group, supports the multi-device site visitor and complies with current industry standards for fluid design.

#### 1.2 Field trips, WIL placements or activities required by professional accreditation

Activity	Details
Nil	Nil

### 2. What level is this course?

200 level Developing – Applying broad and/or deep knowledge and skills to new contexts. May require pre-requisites and introductory level knowledge/skills. Normally undertaken in the 2nd or 3rd year of an undergraduate program.

### 3. What is the unit value of this course?

12 units

### 4. How does this course contribute to my learning?

Specific Learning Outcomes	Assessment tasks	Graduate Qualities or Professional Standards mapping
On successful completion of this course, you should be able to:	You will be assessed on the learning outcomes in task/s:	Completing these tasks successfully will contribute to:
Apply markup (HTML), styling (CSS) and dynamic code (PHP) to produce valid webpages	1, 2 and 3	Knowledgeable. Applying Technologies.

<b>Specific Learning Outcomes</b> On successful completion of this course, you should be able to:	<b>Assessment tasks</b> You will be assessed on the learning outcomes in task/s:	<b>Graduate Qualities or Professional Standards mapping</b> Completing these tasks successfully will contribute to:
Correctly engage with the systems, programs and technologies that underpin the internet	1, 2 and 3	Knowledgeable. Applying Technologies.
Apply user interface design principles to create engaging and aesthetic user interfaces and digital assets	1 and 3	Creative and critical thinkers.
Communicate and justify the design and functionality of a UI/UX design to a professional standard	1 and 3	Creative and critical thinkers.
Utilise industry tools and methods to research, plan, prototype, build and test digital products	1, 2 and 3	Empowered
Demonstrate understanding of user and client needs in professional website design and production	3	Empowered. Creative and critical thinkers.

## 5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

### 5.1 Enrolment restrictions

Nil

### 5.2 Pre-requisites

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### 5.3 Co-requisites

Nil

### 5.4 Anti-requisites

Nil

### 5.5 Specific assumed prior knowledge and skills (where applicable)

Standards compliant HTML5 and CSS. User Interface (UI) design principles. Report writing. Usability testing. UX personas.

## 6. How am I going to be assessed?

### 6.1 Grading scale

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

### 6.2 Details of early feedback on progress

In week 3 workshops, students will present an initial outline for their first assessment. This presentation will contribute to the final grade for this task.

### 6.3 Assessment tasks

Task No.	Assessment Product	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Artefact - Creative, and Written Piece	Individual	20%	Online blog design and build with blog posts (900 words)	Friday, Week 5	Online Assignment Submission
2	Portfolio	Individual	30%	Portfolio of exercises.	Friday, Week 9	Online Assignment Submission
3	Artefact - Creative, and Written Piece	Individual	50%	Responsive website design and build + 900 word justification	Monday, Week 1 centrally scheduled exams	Online Assignment Submission
			100%			

#### Assessment 1: Online blog

<b>Goal:</b>	Install, style and write a reflective blog.
<b>Product:</b>	Artefact - Creative, and Written Piece
<b>Format:</b>	Professional Development – Content Management Systems (CMS) <ul style="list-style-type: none"> <li>- Individual assignment</li> <li>- Customised blog. Blog Posts (900 words)</li> </ul> Full details of this assessment can be found on Blackboard
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Correct usage of digital technologies</li> <li>• Usability and creativity of visual elements</li> <li>• Critical reflection on professional practice</li> </ul>

#### Assessment Task 2: Exercise Portfolio

<b>Goal:</b>	Explore multiple key concepts in user experience, interface design and interaction design.
<b>Product:</b>	Portfolio
<b>Format:</b>	Professional Format <ul style="list-style-type: none"> <li>- Individual assessment</li> <li>- A series of UX/UI/ID exercises covering various key concepts</li> </ul> Full details of this assessment can be found on Blackboard
<b>Criteria:</b>	Demonstrated understanding of user requirements. <ul style="list-style-type: none"> <li>• Underlying code and markup demonstrates understanding of modern web development principles.</li> <li>• Effective communication of decision making and design process.</li> <li>• Demonstrated competency in interface design and production</li> </ul>

#### Assessment Task 3: Responsive Interface

<b>Goal:</b>	Design and build a responsive interface in response to a supplied brief
<b>Product:</b>	Artefact - Creative, and Written Piece

<b>Format:</b>	Industry Format <ul style="list-style-type: none"> <li>- Individual Assessment</li> <li>- Design and build a responsive interface in response to a supplied brief.</li> </ul> Full details of this assessment can be found on Blackboard
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Evidence of research strategically informing design.</li> <li>• Correct usage of digital technologies</li> <li>• Usability and creativity of visual elements</li> <li>• Critical reflection and explanation of professional practice</li> </ul>

## 7. Directed study hours

The directed study hours listed here are a portion of the workload for this course. A 12 unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

<b>Location:</b>	<b>Directed study hours for location:</b>
Sippy Downs	Computer workshop: 3 hours

## 8. What resources do I need to undertake this course?

Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

### 8.1 Prescribed text(s) or course reader

Nil

### 8.2 Specific requirements

Nil

## 9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low.

It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the [online Health Safety and Wellbeing training module for students](#), and following the instructions of the University staff.

## 10. What administrative information is relevant to this course?

### 10.1 Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

## 10.2 Assessment: Additional requirements

### Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- a) The final mark is in the percentage range 47% to 49.4%
- b) The course is graded using the Standard Grading scale
- c) You have not failed an assessment task in the course due to academic misconduct

## 10.3 Assessment: Submission penalties

Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

## 10.4 Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to [Student Hub](#).

Contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)

## 10.5 Wellbeing Services

Student Wellbeing Support Staff are available to assist on a wide range of personal, academic, social and psychological matters to foster positive mental health and wellbeing for your success. Student Wellbeing is comprised of professionally qualified staff in counselling, health and disability Services.

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, mental health issue, learning disorder, injury or illness, or you are a primary carer for someone with a disability, [AccessAbility Services](#) can provide assistance, advocacy and reasonable academic adjustments.

To book an appointment with either service go to [Student Hub](#), email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au) or [accessability@usc.edu.au](mailto:accessability@usc.edu.au) or call 07 5430 1226

## 10.6 Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations

- Student Academic Misconduct
- Students with a Disability

Visit the USC website:

<http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

## 10.7 General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)