

## DISCIPLINE DESCRIPTION

### 1. Information about the program

1.1 Higher education institution	BABEŞ-BOLYAI UNIVERSITY
1.2 Faculty	FACULTY OF POLITICAL, ADMINISTRATIVE AND COMMUNICATION SCIENCES
1.3 Department	JOURNALISM DEPARTMENT
1.4 Field of study	COMMUNICATION SCIENCES
1.5 Level of study	MASTER
1.6 Study program / Qualification	MEDIA COMMUNICATION, MEDIA PRODUCTION, APPLIED MEDIA STUDIES, DIGITAL MEDIA AND GAME STUDIES

### 2. Information about the discipline

2.1 Discipline title	WEB DESIGN			UME3281			
2.2 Course lecturer	RADU MEZA, Ph.D. Associate Professor						
2.3 Seminar assistant	RADU MEZA, Ph.D. Associate Professor						
2.4 Year of study	1	2.5 Semester	2	2.6. Evaluation type	C	2.7 Discipline type	OP

### 3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the study plan	42	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					20
Supplementary documentation in the library, on electronic platforms and in the field:					30
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					42
Tutorials					14
Examinations					2
Other activities: .....					
3.7 Total hours of individual study	106				
3.8 Total hours per semester	150				
3.9 Number of credits	6				

### 4. Prerequisites (where applicable)

4.1 based on the curriculum	•
4.2 based on competences	•

### 5. Conditions (where applicable)

5.1 for the course	• Room with a videoprojector & Internet access, MOODLE platform
5.2 for the seminar/laboratory	• Room with a videoprojector and computers/laptops/workstations & Internet access, MOODLE platform

## 6. Accumulated specific competencies

<b>Professional competencies</b>	<ul style="list-style-type: none"> <li>• C2. Using new information and communication technologies (IT&amp;C)</li> <li>• C5. Identifying and using entrepreneurial models in the digital environment</li> <li>• C6. Producing interactive multimedia content (text, video, audio, and photo) for all types of media</li> </ul>
<b>Transversal competencies</b>	<ul style="list-style-type: none"> <li>• CT2. Executing complex professional tasks with autonomy and professional independence.</li> <li>• CT3. Taking on leadership/management roles in professional groups or institutions.</li> <li>• CT4. Self-control over the learning process, self-assessment of learning needs, reflecting on one's own professional activity.</li> </ul>

## 7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> <li>• The understanding of the Web design principles in the context of the wide-spread use of Content Management Systems</li> </ul>
7.2 Specific objectives	<p>The graduate will</p> <ul style="list-style-type: none"> <li>• know languages used in the context of digital communication - Web markup languages (HTML, XML) and stylesheet languages (CSS) for the visual design of Web pages.</li> <li>• know the specialised techniques used to design, write, compile, edit and organise digital content, such as text, graphics and videos for publishing purposes.</li> <li>• know models and methodologies for design, development and management of digital communication and interactive multimedia projects.</li> <li>• know the methods, rules, media and tools of publishing content from content management systems in single sources or cross media.</li> </ul> <p>The graduate will be able to</p> <ul style="list-style-type: none"> <li>• use languages characteristic to traditional and digital media communication and interpret scientific and technical texts.</li> <li>• create a plan for the use of new information and communication technologies for a specific information management or professional communication project online.</li> <li>• critically reflect upon processes and outcomes of the media production process in order to ensure quality of experience and/or product.</li> </ul>

## 8. Contents

8.1 Course	Teaching methods	Observations
1. The World Wide Web. Static and dynamic Web pages. Web Design Trends	Explanation, Demonstration	
2. HTML Basics	Explanation, Demonstration	
3. CSS Basics	Explanation, Demonstration	
4. Advanced HTML and CSS	Explanation, Demonstration,	
5. Layout Principles for the Web Grids and layouts. Designing with Bootstrap framework	Explanation, Demonstration	

6. Assets: Resizing/Editing images Using block-based builders	Explanation, Demonstration	
7. Structure. Elements. Fonts Presentation websites. Publishing on Github	Explanation, Demonstration,	
8. System design principles. Functional system specifications. Use-case scenarios	Explanation, Demonstration	
9. Functionalities and user needs. Finding and Installing Modules and Plugins	Explanation, Demonstration	
10. Content Management Systems. Content modeling & Content Aggregation	Explanation, Demonstration	
11. Interface and interaction design. A/B Testing. Templating, Output Management	Explanation, Demonstration	
12. User management, Editorial Workflow & Maintenance	Demonstration	
13. Content Strategy, Functionality, Integration and Principles of Content Management	Demonstration	
14. Colloquium	Presentation of Web projects	

### Bibliography:

Anderson, P. (2012). *Web 2.0 and beyond: Principles and technologies*. CRC Press.

Barker, D. (2016). *Web content management: Systems, features, and best practices*. " O'Reilly Media, Inc."

Barker, D., (2019). *Real World Content Modeling: A Field Guide to CMS Features and Architecture*, Amazon Direct Publishing

Beaird, J., George, J., Walker, A. (2020) *The Principles of Beautiful Web Design*. Sitepoint

Felke-Morris, T.A. (2020). *Web Development and Design Foundations with HTML5, 10th edition*. Pearson

Greenwood, T. (2021). *Sustainable Web Design*. A Book Apart

O'Reilly, T. 2007. "What is Web 2.0: Design patterns and business models for the next generation of software." *Communications and Strategies* no. 65:17.

Vilhauer, C., Barker, D. (2021). *The Web Project Guide: From Spark to Launch and Beyond*, Story Chorus. <https://webproject.guide/>

### Online resources:

<https://alistapart.com/>

<https://abookapart.com/>

<https://notepad-plus-plus.org/>

<https://www.w3.org/>

<https://tools.pingdom.com/>

<http://www.w3schools.com/>

<https://getbootstrap.com/>

<https://mobirise.com/>

<http://drupal.org>

<http://wordpress.org>

<https://github.com/>, <https://pages.github.com/>

8.2 Seminar	Teaching methods	Observations
1. HTML editing	Application	
2. CSS editing	Application	
3. Advanced HTML & CSS. Frameworks: Using Bootstrap	Application	
4. Builders: Mobirise	Application	
5. CMS: Wordpress	Application	
6. CMS: Content Modelling	Application	
7. CMS: Extending Functionality	Application	

### Resources

<https://alistapart.com/>  
<https://abookapart.com/>  
<https://notepad-plus-plus.org/>  
<https://www.w3.org/>  
<https://tools.pingdom.com/>  
<http://www.w3schools.com/>  
<https://getbootstrap.com/>  
<https://mobirise.com/>  
<http://drupal.org>  
<http://wordpress.org>  
<https://github.com/>, <https://pages.github.com/>

**9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program’s corresponding field**

- Web Design skills are increasingly required on the job market, but due to the skill mix required to teach and learn Web Design, computer science/engineering study programs tend to focus on programming for the Web and communication/arts study programs tend to focus on visual design. By using content management systems for the development of web projects, this course encourages students to explore and understand contemporary Web Design.

**10. Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark	
10.4 Course	The ability to build and publish a static presentation website using sound design principles	Individual presentation website project	50%	(4.5p)
10.5 Seminar/laboratory	System design document: Functional System Specification (group)	<b>Group project:</b> A Web system using CMS customization and an accompanying Functional System Specifications Document	50%	(2.5p)
	Content modelling and plugin-based customization (individual assessment based on submitted time sheet)			(2p)
10.6 Minimum performance standard				
<ul style="list-style-type: none"> <li>• The student shows a reasonable understanding of design principles and is able to formulate a minimal functional system specifications document</li> <li>• The student is able to use appropriate modules, plugins and template customizations in order to implement desired functionality and achieve desired aspect</li> </ul>				

Plagiarism or any other form of academic fraud or misconduct will be sanctioned according to the FSPAC Students’ Code of Ethics available at <https://fspac.ubbcluj.ro/ro/resurse/administrative/regulamente>

Date

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Course lecturer signature

Dr. Radu Meza

Seminar assistant signature

Dr. Radu Meza

Date of approval in the Department

Head of department's signature