**CS7026: Authoring for Digital Media**

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<th>Module Code</th>
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<td>Module Name</td>
<td>Authoring for Digital Media</td>
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<td>Module Short Title</td>
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<tr>
<td>ECTS weighting</td>
<td>10 ECTS</td>
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<td>Semester/term taught</td>
<td>Semesters 1 and 2</td>
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| Contact Hours | Semester One – 22 one-hour lectures, 20 hours assignments  
Semester Two – 11 two-hour lectures, and 22 one-hour lectures, 30 hours assignments |
| Module Personnel |  
• Introduction to Web Authoring (Semester One and Semester Two) – Assistant Professor Nina Bresnihan  
• Interactive Design (Semester Two) – Nina Bresnihan  
• Web Design and Development (Semester Two) – Nina Bresnihan |
| Learning Outcomes | On completion of this module, students will be able to:  
• Design and build valid, accessible websites for delivery on all digital platforms  
• Have a thorough understanding of XHTML, HTML5, CSS3  
• Build websites using HTML5 and CSS3 for delivery on all devices  
• Understand how to design an information architecture for designing websites  
• Have an appreciation of good web design aesthetics |
| Module Learning Aims |  
• This module teaches the basic skills required for designing and implementing websites.  
• It will introduce the standard mark-up languages used on www along with CSS.  
• In the First Semester, students will learn how to develop basic websites using HTML5 and CSS3.  
• In the Second Semester, more advanced web authoring skills will be taught and strategies for designing and implementing interactive applications for delivery on all digital platforms including mobile phones and tablets and desktops  
• Interactive Design will teach the fundamentals of developing Information Architectures and designing intuitive navigation systems. |
| Module Content | The syllabi for the three courses within this module:  
1. **Introduction to Web Authoring**  
   • Introduction to Markup Languages |
• XHTML 1.0, HTML 5
• CSS3
• Web Standards and Accessibility

2. **Interactive Design**
   • This course comprises a combination of short lectures, discussions and tutorials.
   • The short lectures will introduce a design methodology, which will be adopted (or adapted) by groups during the project implementation phase of the semester.
   • A project is set for completion during the semester. (Exact dates are contingent on Academic Calendar – e.g. Research Paper deadline & Easter) This will be a group project (group membership: minimum 3, maximum 5). The remainder of the semester will comprise tutorial meetings with each group with required deliverables each week.

3. **Web Design & Development**
   • This course will run parallel to Interactive Design for the semester and will also consist of a series of lectures and tutorial meetings with each project group. The lectures will cover the designing for different browsers and devices, audio and video Integration, social media integration, implementation on CMS platforms and introduction to JQuery.

**Week-by-week deliverables required from project groups for both Semester 2 courses:**
- Statement of Intent
- Visualised Flowchart / Information Map
- Storyboard
- Draft Designs and Technical Specification
- Finalised Designs and Technical Specification
- Process Check (after break for research Paper completion)
- Draft Design Presentation Proposals and HTML Prototypes
- Finalised Design Presentation Proposals
- Final Presentation / Group Critique

**Recommended Reading List**

- *Defensive Design for the Web*, Matthew Linderman and Jason Fried (Author) Publisher: 37 signals
- *A Practical Guide to Designing with Data*, Brian Suda and Owen Gregory
- *CSS Mastery: Advanced Web Standards Solutions* by Andy Budd, Simon Collison and Cameron Moll
- *Designing with Web Standards (3rd Edition)* by Jeffrey Zeldman and Ethan Marcotte
- *jQuery in Action, Second Edition* by Bear Bibeault and Yehuda Katz
- *Responsive Web Design*, Ethan Marcotte, A Book Apart
- *Information Architecture For the World Wide Web: Designing Large-Scale Web Sites*, Peter Morville and Louis Rosenfeld
- *Handcrafted CSS: More Bulletproof Web Design*, Dan Cederholm and Ethan Marcotte
| Assessment Details | Assessment is by Continuous Assessment throughout the year. Assignments for Continuous Assessment include:  
- A series of HTML & CSS development projects  
- Website Group Project (Semester Two)  
- Marks for the project are based on attendance, participation, engagement, delivery of required project materials week to week, and presentation and critique session at project’s end. Late or non-delivery of required material to set deadlines will incur penalties. |
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