



## UNIVERSITI TEKNOLOGI MARA

### EIC454: COMMERCIAL WEB DESIGN

<b>Course Name (English)</b>	COMMERCIAL WEB DESIGN <b>APPROVED</b>
<b>Course Code</b>	EIC454
<b>MQF Credit</b>	3
<b>Course Description</b>	This course aims to introduce students to the web and the use of graphics and images to convey an idea. Students will be exposed to a variety of knowledge and skills pertaining to building and constructing a website as well as issues regarding its content and direction. Furthermore, this course is very practical as the students will learn to develop, design and publish their own website, professionally and creatively. Hands-on experience in manipulating graphics or still images, digitizing audio and video, sequencing web pages, creating engaging content, and applying and integrating other web applications and multimedia are taught. This course not only emphasizes practical skills to design web, but also applying scientific skills in evaluating websites.
<b>Transferable Skills</b>	Technology Savvy Creative & Innovative Resourceful & Responsible Independent & Critical Thinker Time Management & Organisational Skills Problem Solving & Project Management
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Lab Work, Inquiry-based Learning, Web Based Learning, Problem Based Learning (PBL), Discussion, Presentation, Collaborative Learning, Project-based Learning
<b>CLO</b>	CLO1 Describe various theories and principles with reference to web design. CLO2 Apply advanced understanding in analysing various websites with reference to theories of Instructional Design. CLO3 Display digital skills by integrating various multimedia elements and web applications.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to Digital and Interactive Media</b> 1.1) Definitions of Interactive Multimedia & Hypermedia 1.2) Digital Literacy 1.3) Multimedia Glossaries	
<b>2. Cyberspace and Digital Era: Media &amp; Intercultural Communication</b> 2.1) Communication Process 2.2) Global and New Media 2.3) Role and Impact	
<b>3. Introduction to Web Design</b> 3.1) Definitions of Webpages and Websites 3.2) Types of Websites 3.3) Instructional System Designs (ISD) 3.4) Principles and Theories to Website Design	
<b>4. Elements of Multimedia - Text</b> 4.1) Definition of Text in Multimedia Usage 4.2) Introduction to Multimedia Authoring Tools	
<b>5. Elements of Multimedia - Graphic</b> 5.1) Definition of Graphic in Multimedia Usage 5.2) Introduction to Multimedia Authoring Tools	

<b>6. Elements of Multimedia - Audio &amp; Video</b> 6.1) Definition of Audio in Multimedia Usage 6.2) Definition of Video in Multimedia Usage 6.3) Introduction to Multimedia Authoring Tools
<b>7. Elements of Multimedia - Animation</b> 7.1) Definition of Animation in Multimedia Usage 7.2) Introduction to Multimedia Authoring Tools
<b>8. Site Mapping</b> 8.1) Definitions of Site Mapping 8.2) Types of Site Mapping 8.3) Importance and Benefits of Site Mapping 8.4) Mechanics of a Website 8.5) Site Planning; Purpose and Goals, Audience, Content, and Structure
<b>9. Website Development</b> 9.1) Introduction to Website Development Tools, Softwares and Platforms
<b>10. Blended Learning (WWW)</b> 10.1) Any of the nine topics above

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Website Critique	20%	CLO2
	Group Project	Website & Portfolio	60%	CLO3
	Presentation	Oral Presentation	20%	CLO1
Reading List	Reference Book Resources	<ul style="list-style-type: none"> <li>• Beaird J. 2014, <i>The principles of beautiful web design.</i>, 3rd Ed., Site Point Australia</li> <li>• Rothwell, W. J., King, M., King, S.B., &amp; Bencoter, B. 2016, <i>Mastering the instructional design process: A systematic approach</i>, 5th Ed., John Wiley &amp; Sons New York</li> <li>• Krug, S 2014, <i>Don't make me think, Revisited; A common sense approach to web usability.</i>, 3rd Ed., New Riders Amazon</li> </ul>		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			