# UNIVERSITI TEKNOLOGI MARA

**EIC552: COMPANY WEBSITE DESIGN**

| Course Name (English) | COMPANY WEBSITE DESIGN `APPROVED` |
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| **Course Code** | EIC552 |

| MQF Credit | 1 |
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| Course Description | 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 multimedias are taught. This course not only emphasizes practical skills to design web, but also applying scientific skills in evaluating websites. |
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| Transferable Skills | Communication and presentation, problem solving project management, research, teamwork, attention to detail, time management and organisation skills. |
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| Teaching Methodologies | Lectures, Blended Learning, Inquiry-based Learning, Web Based Learning, Collaborative Learning, Project-based Learning |
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| CLO | |
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| | 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. |

| Pre-Requisite Courses | No course recommendations |
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| Topics |
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| **1. Introduction to Digital and Interactive Media**<br>1.1) Definitions of Interactive Multimedia & Hypermedia<br>1.2) Digital Literacy<br>1.3) Multimedia Glossaries |
| **2. Cyberspace and Digital Era: Media & Intercultural Communication**<br>2.1) Communication Process<br>2.2) Global and New Media<br>2.3) Role and Impact |
| **3. Introduction to Web Design**<br>3.1) Definitions of Webpages and Websites<br>3.2) Types of Websites<br>3.3) Instructional System Designs (ISD)<br>3.4) Principles and Theories to Website Design |
| **4. Elements of Multimedia - Text**<br>4.1) Definition of Text in Multimedia Usage<br>4.2) Introduction to Multimedia Authoring Tools |
| **5. Elements of Multimedia - Graphic**<br>5.1) Definition of Graphic in Multimedia Usage<br>5.2) Introduction to Multimedia Authoring Tools |
| **6. Elements of Multimedia - Audio & Video**<br>6.1) Definition of Audio in Multimedia Usage<br>6.2) Definition of Video in Multimedia Usage<br>6.3) Introduction to Multimedia Authoring Tools |

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

| Assessment Breakdown | % |
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| Continuous Assessment | 100.00% |

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
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| | Assignment | Website Critique | 20% | CLO3 |
| | Group Project | Website + Portfolio | 60% | CLO2 |
| | Presentation | Oral Presentation | 20% | CLO1 |

| Reading List | Recommended Text | • Jason Beaird, James George 2014, *The Principles of Beautiful Web Design*, 3 Ed., Sitepoint Pty Limited [ISBN: 9780992279448]<br>• Jennifer Niederst Robbins 2012, *Learning Web Design*, 4 Ed., "O'Reilly Media, Inc." [ISBN: 9781449319274]<br>• Steve Krug 2014, *Don't Make Me Think, Revisited*, 3 Ed., Pearson Education [ISBN: 9780321965516]<br>• William J. Rothwell, Bud Benscoter, Marsha King, Stephen B. King 2015, *Mastering the Instructional Design Process*, 5 Ed., John Wiley & Sons [ISBN: 9781118947135] |
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| Article/Paper List | This Course does not have any article/paper resources | |
| Other References | • Website *Adobe: Photoshop tutorials* https://helpx.adobe.com/photoshop/tutori als.html<br>• Website *PowerPoint for Windows training* https://support.office.com/en-us/article /powerpoint-for-windows-training-40e8c93 0-cb0b-40d8-82c4-bd53d3398787 | |