INFO 1005 WEBSITE DESIGN(WSTC)

Credit Points 10

Coordinator Ben Fletcher (https://directory.westernsydney.edu.au/search/name/Ben Fletcher/)

Description The interactive digital media industry requires professionals whose knowledge extends across a wide range of visual communication skills and web technologies. With a focus on both creative and technical aspects, the web design subject will address how to apply principles of visual design, usability, accessibility, and information architecture to web design. Web Design is a practical subject that involves hands-on exploration of the processes involved in the creation, design, and development of web content. Emphasis will be placed on understanding the roles, functions and features of key screen-based technologies, design production context for online delivery, current industry best practices, and a working understanding of the responsibilities inherent in the digital design and production process. By the end of this subject, you will understand web design principles, from concept to execution, and how you can create web design outcomes that align with client and user expectations.

School Humanities & Comm Arts

Discipline Information Technology, Not Elsewhere Classified.

Student Contribution Band

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 1 subject

Incompatible Subjects DESN 1022

Restrictions

Students must be enrolled in an existing College Diploma program listed below:

- 7188 Diploma in Culture, Society and Justice
- 7189 Diploma in Health Science
- 7190 Diploma in Business
- 7191 Diploma in Information and Communication Technologies
- 7192 Diploma in Building Design and Construction
- 7193 Diploma in Engineering Studies
- 7194 Diploma in Creative Industries and Communications
- 7195 Diploma in Arts
- 7196 Diploma in Science
- 7197 Diploma in Education Studies

Learning Outcomes

After successful completion of this subject, students will be able to:

1. Demonstrate graphic design concepts appropriate to requirements of an online environment.
2. Apply methods and processes for planning and designing web sites to a brief with regard to online contexts, audiences and genres.
3. Implement industry best practices appropriate to preparing, generating and deploying web sites. This includes terminology, ethical standards, and legislation
4. Demonstrate an applied understanding of the major coding technologies
5. Demonstrate an applied understanding of the standard software applications for producing, optimising and manipulating images or artwork for web

Subject Content

Topics

1. Web planning and design
   a. Introduction to website planning – Understanding the design process, the basics of user experience and visual design
   b. Website planning – Defining website goals/objectives, understanding the target audience and creating an effective site structure
   c. Web design – Visual elements, branding, responsiveness, accessibility and usability
2. Web coding
   a. HTML basics – Identifying elements
   b. CSS essentials – Colour and typography
   c. CSS advanced – Layout
3. Web applications
   a. Using responsive front-end frameworks
   b. Embedding interactive components
   c. Web customisations
4. Industry centred design
   a. User experience design
   b. User interface design
   c. Legislative and ethical compliance

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Presentation	4 mins per student	20	N	Group	N
Case Study	750 words	30	N	Individual	N
Professional Task	1000 (equivalent)	35	N	Individual	N
Reflection	400 words	15	N	Individual	N

Teaching Periods

Autumn Block 4 (2025)
Nirimba Education Precinct
On-site
Subject Contact Ben Fletcher (https://directory.westernsydney.edu.au/search/name/Ben Fletcher/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=INFO1005_25-AB4_BL_1#subjects)

Spring Block 4 (2025)
Nirimba Education Precinct
On-site
Subject Contact Ben Fletcher (https://directory.westernsydney.edu.au/search/name/Ben Fletcher/)

2   INFO 1005 Website Design(WSTC)

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