Course title:	**DESIGN FOR THE WEB**	
Course code:	AAVC330	
Type of course:	Required	
Level of course:	Bachelor	
Year of study:	3ᵈ	
Semester when the course is delivered:	5ᵗʰ	
Prerequisites:	AAVC233, AGDS 104	
Number of ECTS credits allocated :	6	
Hours:	3	
Name of lecturer(s):	Mr Christos Andreou	art.ac@frederick.ac.cy
Learning outcomes of the course:	Upon completion of the course, students should be able:	
	1.　to produce, plan, organise and design creative and effective websites;	
	2.　to develop web/internet design literacy;	
	3.　to utilise advanced features of web design technical principles;	
Course content:	● **Introduction of the basics of the Wed design** Introduction to the basics of web technologies, from vector motion to streaming video, with emphasis on the complexities and richness of design for the web. ● **The use of web design as a means of communication** Introduction to the complexities of dynamic space and how web design -still and motion- is used within the constraints of current day web functionality. ● **Web Composition** Introduction to the basics of website compositions regarding design, layout, navigation and transitions ● **Technical principles for designing web compositions:** Introduction of rules of: space, borders, size, column, layout, scale, colour and optimization.	
Recommended and/or required reading:	- Krug, S. (2005) *Don't make me think: : A Common Sense Approach to Web Usability*, New Riders Press. - McNeil, P. (2010) *The Web Designer's Idea Book*, How. - Morville, P. (2006) *Information Architecture for the World Wide Web: Designing Large-Scale Web Sites*, O'Reilly Media. - Pipes, A. (2011) *How to Design Websites*, Laurence King Publishers.	
References:	**Visual contemporary references on websites and web blogs as:** **http://www.webbyawards.com** International website honoring excellence on the Internet including websites, interactive advertising and online film and video. **http://www.thebestdesigns.com** Website gallery with a collection of some of the most original website designs.	
Planned learning activities and teaching methods:	Illustrated lectures and practical workshops with emphasis on website design basic principles along with the technical knowledge. Illustrated lectures address website design basics and principles. Analysing visuals examples through discussion and demonstrations in which the information imparted is put into practice. Practical workshops introduce methodologies of effective visual but technically correct	

	web compositions. Through in-class practical design workshops and their research analysis, students are encouraged to experiment and expand their creative vision within technical boundaries. Students are encouraged to research under the guidance of their tutor, aiming towards independent learning/knowhow, focusing to prepare the students for real life scenarios. Each project is critically analysed in a group discussion. Lecture notes and presentations are available through the web for students to use in combination with the textbooks if the project requires such notes and presentations.
Assessment techniques and Assessments criteria:	• Project 1 35% • Project 2 35% • Final Assessment 30% **Assessment Criteria for each one of the projects are:** Research and Analytical Skills - 30% Knowledge, Understanding and competency - 50% Presentation and Communication - 20%
Language of instruction:	English
Work placement(s):	None