

## DISCIPLINE DESCRIPTION

### 1. Information about the program

1.1 Higher education institution	BABEȘ-BOLYAI UNIVERSITY
1.2 Faculty	FACULTY OF POLITICAL, ADMINISTRATIVE AND COMMUNICATION SCIENCES
1.3 Department	JOURNALISM DEPARTMENT
1.4 Field of study	COMMUNICATION SCIENCES
1.5 Level of study	MASTER
1.6 Study program / Qualification	MEDIA COMMUNICATION, MEDIA PRODUCTION, APPLIED MEDIA STUDIES, DIGITAL MEDIA AND GAME STUDIES

### 2. Information about the discipline

2.1 Discipline title	WEB DESIGN			UME3281			
2.2 Course lecturer	RADU MEZA, Ph.D. Associate Professor						
2.3 Seminar assistant	RADU MEZA, Ph.D. Associate Professor						
2.4 Year of study	1	2.5 Semester	2	2.6. Evaluation type	C	2.7 Discipline type	OP

### 3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the study plan	42	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					20
Supplementary documentation in the library, on electronic platforms and in the field:					30
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					42
Tutorials					14
Examinations					2
Other activities: .....					
3.7 Total hours of individual study	106				
3.8 Total hours per semester	150				
3.9 Number of credits	6				

### 4. Prerequisites (where applicable)

4.1 based on the curriculum	•
4.2 based on competences	•

### 5. Conditions (where applicable)

5.1 for the course	• Room with a videoprojector & Internet access, MOODLE platform
5.2 for the seminar/laboratory	• Room with a videoprojector and computers/laptops/workstations & Internet access, MOODLE platform

## 6. Accumulated specific competencies

<b>Professional competencies</b>	<ul style="list-style-type: none"> <li>• Understanding the World Wide Web and network communication</li> <li>• Understanding system design principles</li> <li>• Understanding interface/interaction design principles</li> <li>• Identifying opportunities, potential uses and anticipating users' needs</li> <li>• Implementing functionalities in Web systems based on identified users' needs and use case scenarios</li> </ul>
<b>Transversal competencies</b>	<ul style="list-style-type: none"> <li>• Communicating in the context of the dynamic Web</li> <li>• Teamwork</li> <li>• Work-flow management</li> </ul>

## 7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> <li>• The understanding of the Web design principles in the context of the wide-spread use of Content Management Systems</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>• Understanding the Hypertext Markup Language HTML</li> <li>• Understanding Cascading Style Sheets (CSS)</li> <li>• Understanding Content Management Systems (CMS)</li> <li>• Using CMS to implement functionalities based on user needs and use-case scenarios</li> <li>• Customizing CMS templates using HTML and CSS</li> </ul>

## 8. Contents

8.1 Course	Teaching methods	Observations
1. The World Wide Web. Static and dynamic Web pages	Explanation, Demonstration	
2. HTML Basics	Explanation, Demonstration	
3. CSS Basics	Explanation, Demonstration	
4. Advanced HTML and CSS	Explanation, Demonstration,	
5. Grids and layouts. Designing with Bootstrap framework	Explanation, Demonstration	
6. Using block-based builders	Explanation, Demonstration	
7. Presentation websites. Publishing on Github	Explanation, Demonstration,	
8. System design principles. Functional system specifications. Use-case scenarios	Explanation, Demonstration	
9. Functionalities and user needs. Modules and plugins	Explanation, Demonstration	
10. Content Management Systems. Content modeling & Content Aggregation	Explanation, Demonstration	
11. Interface and interaction design. Templating,	Explanation,	

Output Management	Demonstration	
12. User management, Editorial Workflow & Maintainance	Demonstration	
13. Content Strategy, Functionality, Integration and Principles of Content Management	Demonstration	
14. Colloquium	Presentation of Web projects	

**Bibliography:**

Anderson, P. 2007. What is web 2.0. *Ideas, technologies and implications for education*, 60

Barker, D., 2016. Web content management: Systems, features, and best practices. " O'Reilly Media, Inc."

Barker, D., 2019. Real World Content Modeling: A Field Guide to CMS Features and Architecture, Amazon Direct Publishing

O'Reilly, T. 2007. "What is Web 2.0: Design patterns and business models for the next generation of software." Communications and Strategies no. 65:17.

Thelwall, M. 2009. Social Network Sites: Users and Uses. *in*: ZELKOWITZ, M. V. (editor) *Advances in Computers: Social Networking and the Web, Vol 76*. Ediția ed. San Diego: Elsevier Academic Press Inc.

Vaughan-Nichols, S. J. 2010. "Will HTML 5 Restandardize the Web?" Computer no. 43 (4):13-15.

Yee, Raymond. 2008. Pro Web 2.0 Mashups. Remixing Data and Web Services. New York: Apress.

**Online resources:**

- <https://alistapart.com/>
- <https://abookapart.com/>
- <https://notepad-plus-plus.org/>
- <http://www.w3schools.com/>
- <https://getbootstrap.com/>
- <https://mobirise.com/>
- <http://drupal.org>
- <http://joomla.org>
- <http://wordpress.org>

8.2 Seminar / laboratory	Teaching methods	Observations
1. HTML editing	Application	
2. Advanced HTML	Application	
3. CSS editing	Application	
4. Templating	Application	
5. Builders: Mobirise	Application	
6. Content Management Systems: Wordpress	Application	
7. Content Management Systems: Content modelling and plugins	Application	

**9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field**

- Web Design skills are increasingly required on the job market, but due to the skill mix required to teach and learn Web Design, computer science/engineering study programs tend to focus on programming for the Web and communication/arts study programs tend to focus on visual design. By using content management systems for the development of web projects, this course encourages students to explore and understand contemporary Web Design.

## 10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	The ability to build and publish a static presentation website using sound design principles	Individual presentation website project	50%
10.5 Seminar/laboratory	System design document: Functional System Specification	<b>Group project:</b> A Web system using CMS customization and an accompanying Functional System Specifications Document	25%
	Content modelling and plugin-based customization		25%
10.6 Minimum performance standard			
<ul style="list-style-type: none"> <li>• The student shows a reasonable understanding of design principles and is able to formulate a minimal functional system specifications document</li> <li>• The student is able to use appropriate modules, plugins and template customizations in order to implement desired functionality and achieve desired aspect</li> </ul>			

Plagiarism or any other form of academic fraud or misconduct will be sanctioned according to the FSPAC Students' Code of Ethics available at <https://fspac.ubbcluj.ro/ro/resurse/administrative/regulamente>

Date

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Course lecturer signature

Dr. Radu Meza

Seminar assistant signature

Dr. Radu Meza

Date of approval in the Department

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Head of department's signature

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