UNIVERSITY of NICOSIA

Course Code	Course Title	ECTS Credits
DES -316	Interface and Web Design	6
Department	**Semester**	**Prerequisites**
Design & Multimedia	Fall / Spring	MULT-250
Type of Course	**Field**	**Language of Instruction**
Major	Graphic Communication	English
Level of Course	**Year of Study**	**Lecturer(s)**
1st Cycle	3nd	Paschali Paschalis
Mode of Delivery	**Work Placement**	**Co-requisites**
Face-to-face	N/A	None

Objectives of the Course:

The main objectives of the course are to:
- Introduce students to basic aspects of web and screen based design
- Enables students to develop fundamental skills and knowledge in the construction and production of usable interfaces and websites.
- Make students aware of the necessary software tools used for web design applications.
- Provide students with the basic knowledge of screen based communication and work flows in digital environments.
- Discuss how the web functions as a means of communication.
- Cover and analyze the consistency and coherency of the visual language in the development of interfaces and websites.
- Enables students to develop appropriate problem solving skills towards a creative practice.

Learning Outcomes:

At the completion of the course students are expected to be able to:
1. Differentiate between the tools used to design for conventional and for electronic media production.
2. Discuss the advantages and disadvantages of one medium over the other according to the needs of the audiences that are to be targeted.
3. Demonstrate the development of a creative visual practice based on critical thinking.
4. Solve visual communication problems by choosing and applying appropriate tools and materials.
5. Critically evaluate web site quality and argue about the design solutions that have been suggested on aesthetic and production grounds etc.
6. Design and produce quality solutions to given web communication problems.

Course Contents:

1. What is Web design; Principles of Web design
2. Types of Web applications
3. Designing and planning Web pages; Typography for the Web
4. Web buttons and icons, Web templates and colours
5. Browsers and design limitations; compression techniques
6. Good and bad Websites; Measuring the success of a Website
7. Web file formats

8. Online advertising
9. Interface design
10. The project team
11. The project development process

Learning Activities and Teaching Methods:

Lectures, Software demonstration, Practical exercises personal / teamwork, Assignments, Individual Tutorials.

Assessment Methods:

Ongoing Course Work, Written Papers, Project Work, Research, Exams, Quality of Production and Presentation.

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Patrick J. Lynch & Ms. Sarah Horton	Web Style Guide, 3rd edition: Basic Design Principles for Creating Web Sites (Web Style Guide: Basic Design Principles for Creating Web Sites) (Paperback)	Yale University Press	2008	978-0-300-13737-8

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN-13
Jason Beaird	The Principles of Beautiful Web Design	SitePoint	2007	978-0975841969
Brian Monnone, Guido Rosso, Michael Kemper	AdvancED Flash Interface Design	friends of ED	2006	978-1590595558
Ann Navarro, Tabinda Khan	Effective Web Design 2nd edition	Sybex Inc	2001	978-0782128499
John DiMarco	Digital Design for Print and Web: An Introduction to Theory, Principles, and Techniques	Wiley	2010	978-0470398364
Theo Mandel	The Elements of User Interface Design	Wiley	1997	978-0471162674
Jennifer Niederst Robbins	Learning Web Design: A Beginner's Guide to (X)HTML, StyleSheets, and Web Graphics	O'Reilly Media	2007	978-0596527525
Jennifer Niederst	Web Design in a Nutshell: A Desktop Quick Reference	O'Reilly Media	2006	978-0596009878
Mr. Patrick J. Lynch, Sarah Horton	Web Style Guide, 3rd edition: Basic Design Principles for Creating Web Sites	Yale University Press	2009	978-0300137378