

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED SCIENCES		
DEPARTMENT	DIGITAL MEDIA AND COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	DMC 325	SEMESTER OF STUDY	3 rd
COURSE TITLE	WEB PAGE DESIGN AND DEVELOPMENT		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		2	
Practice - Workshops		1	
Lab exercises		2	
Total		5	5
COURSE UNIT TYPE	Compulsory, Special Course Infrastructure		
PREREQUISITES :	-		
LANGUAGE OF INSTRUCTION/EXAMS:	GREEK		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEB PAGE (URL)	TBA		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The course focuses on modern technologies used for web site development. Students will acquire the critical understanding of the available tools used to create an effective online presence. The online presence can range from corporate websites, to personal websites, organizations website and other websites that are designed to promote products and services and to communicate with the public.</p> <p>In the laboratory sessions, students will design websites using modern software design and web development software packages</p> <p>Upon successful completion of the course the students must be able to:</p> <ol style="list-style-type: none"> 1. Acquire critical understanding of concepts related to the creation of websites (eg websites, html, links, static and dynamic websites, web-server, url, domain name, etc) 2. Acquire critical understanding and apply the proper procedures for the publication of a website on the internet 3. To compare and evaluate the various web development tools (eg design packages, programming languages, content management systems) and to decide which is the most appropriate (or a combination of which) tool to be used in order to create an effective web presence for promotion and communication 4. To design and create websites with suitable software web design tools, plain html and javascript 5. Combine the knowledge acquired in previous semesters on image processing, graphics creation and video editing software packages to design elegant and effective web presences. 6. To adjust in the continuous evolution of the design and web development tools and to redesign the web presence based on these developments.
General Skills
<ul style="list-style-type: none"> - Teamwork - Critical thinking

- Working in interdisciplinary field
- Free, creative and inductive thought
- Search, Analysis and Synthesis of data and information with the use of necessary technologies.

3. COURSE CONTENTS

1. Web page design and development with appropriate software package (commercial and open source) .
2. Basic principles of web design
3. Web services for creating web pages (eg google sites).
4. Markup languages (html, xml, html 5).
5. Programming languages for creating web pages (eg javascript, php, java etc) , client server technologies and databases to develop dynamic web pages.
6. Content management Systems (CMS).
7. Revision of concepts related to website publication and (webserver, client-server, url, domain name, FTP etc)
8. Procedures for publication, administration and maintenance of websites.
9. Website personalization technologies
10. Virtual reality on the Internet.

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Students work with Web Design Software and Web Development Software	
	Support of the learning process through multimedia video-lessons.	
	Support of the learning process through the e-class platform.	
TEACHING METHODS	Method description	Semester Workload
	Lectures	26
	Lab Exercises	26
	Practice - Workshops	13
	Project Work (non-compulsory)	24
	Personal Study	36
	Total Work Load for student with project work	125
	Lectures	26
	Lab Exercises	26
	Practice - Workshops	13
	Personal Study	60
	Total Work Load for student with project work	125
ASSESSMENT METHODS	End of Semester Formal Examination (60-35%) - Short answer questions - Essay questions - Questions of solving communication problems. II. Presentation of Group Projects (0-25%) iii.Lab examination 40 %	

5. RESOURCES

- Recommended Book Resources:

- Arsenis, Spyros D.,(2011), Designing successful Webpages, Kleidarthmos Publishing,
- Melonie, Julie C.(2013) Learn HTML 5, CSS and JavaScript, Prentice Hall,
- Karakos Alexandros (2011), Techniques for creating and Maintaining Webpages, Tziolas Publishers
- Lemay, Laura, (2011), Full Manual HTML and CSS, Prentice Hall, 2011
- Oikonomou I. (2009), Webpage Design, Nexus Publications
- Lopuck Lisa (2011), Web Design for Dummies, Wiley Publishing, Indiana.
- Deitel and Deitel (2011) Internet and World Wide Web Programming, Giourda X., Athens (in Greek)
- Adobe Creative Team (2012) Adobe Dreamweaver CS6: Classroom in a Book, CA, USA

-Recommended Articles/papers resources:

- Dianne Cyr, Milena Head, (2013) Website design in an international context: The role of gender in masculine versus feminine oriented countries, *Computers in Human Behavior*, Volume 29, Issue 4, Pages 1358-1367
- Siu-wai Leung, John Lee, Chris Johnson, David Robertson (2013), Design preferences and cognitive styles: experimentation by automated website synthesis, *Automated Experimentation*, Vol. 4:2.
- Lowry, Paul Benjamin and Wilson, David and Haig, Bill, (2013), A Picture is Worth a Thousand Words: Source Credibility Theory Applied to Logo and Website Design for Heightened Credibility and Consumer Trust (June 1, 2013). *International Journal of Human-Computer Interaction*
- Dianne Cyr (2013), Website design, trust and culture: An eight country investigation, *Electronic Commerce Research and Applications*, Volume 12, Issue 6, November–December 2013, Pages 373-385
- Wei-Shang Fan, Ming-Chun Tsai (2010), Factors driving website success – the key role of Internet customization and the influence of website design quality and Internet marketing strategy, *Total Quality Management & Business Excellence*, Vol. 21, Iss. 11, pages 1141-1159
- Cyr, D., Head, M., Larios, H. (2010), Color Appeal in Website Design within and across cultures: A multi-method evaluation, *International Journal of Human-Computer Studies*, Vol 68(1-2), pp. 1-21.
- Carol Xiaojuan Ou, Choon Ling Sia, (2010) Consumer trust and distrust: An issue of website design, *International Journal of Human-Computer Studies*, Volume 68, Issue 12, Pages 913-934