

Web Publishing and Information Architecture (15 ECTS credits)

Vevpublisering og informasjonsarkitektur (15 studiepoeng)

Introduction

Web Publishing and Information Architecture totals 15 ECTS credits and is an optional topic in the 4th semester of the Bachelor Programme in Media and Communication at The Faculty of Journalism, Library and Information Science. The tuition will be in English only if international students are present.

Web publishing means to present documents – texts, pictures and illustrations in different combinations – on World Wide Web, by means of appropriate software. Information architecture means to give such documents a design which makes them easy to read, easy for orientation and simple to retrieve and search. The study requires basic ICT knowledge and access to PCs with Internet connection.

Aim

Through the course the students are to acquire knowledge, skills and motivation in planning, designing and implementing well organized web pages and more comprehensive web sites, based on basic principles of readability, communication efficiency and retrievability.

The students shall

- know the types of documents and structures which are characteristic for the Internet / WWW, including the qualities and features of hypertext
- know and be able to use the central publishing formats, mainly HTML and CSS.
- be able to use the generally recognized publishing tools for WWW, as well as software for production and maintenance of web sites
- be able to plan, design, publish and maintain web sites
- know the principles for search and retrieval of web pages, and know the methods and techniques to describe and adapt them for such retrieval
- be able to design, assess and analyse web pages, observing a user-friendly design and structure
- show the ability of critical reflection when constructing web sites

Contents

Web publishing:

- Internet and WWW: terminology, history and digital formats
- In depth treatment of the code language XHTML for structure and content
- In depth treatment of the code language CSS for layout and formatting
- Use of at least one tool for the integration of texts and other media
- formats suitable for publication on web pages
- Basic scripting for interactivity and dynamic menu-systems

Information architecture:

- Organisation and structuring of web pages: hierarchies, layout, graphic design and typography promoting navigation, retrieval and user-friendliness
- Search engines and information retrieval

Organisation and Working Methods

The tuition will consist of lectures with the possibility to practice theory, both as individual exercises and group work. There will be one compulsory guiding session for all students, and the students will have the opportunity of guidance from the lecturer during the course.

Coursework requirements:

There are 5 coursework requirements. Each are connected to, and handed in, after a part of the programme is completed. The estimated workload for each requirement is approximately 5-10 hours.

The last coursework requirement is an idea for a project.

The coursework requirements are approved by the course leader, and the students will get individual feedback from the lecturer on each requirement.

The Project:

The students shall accomplish an individual project in which they shall plan and develop a web site about an approved theme for a target group of their own choice. The project represents around 2 weeks of work and the website shall comprise around 10 pages. The students are expected to work on the project throughout the term.

The idea, process and product must be documented through a project report also reflecting and analysing the process. The report must draw on the syllabus and theory presented during the lectures and be 5-10 pages, or about 2,000 words. It must deal with:

- Aim and target group
- Technical choices
- Layout and presentation
- Choice of structure and navigation
- Copyright
- User-friendliness

When the project is assessed (see Assessment) emphasis will be on the web site itself. The project report will be given less emphasis. The project is assessed in relation to:

- Technical ability in the use of Dreamweaver
- Correct use of XHTML and CSS on the web site
- Visual and textual communication and expression
- Adaption of structure and architecture to aim and target group
- The report's ability to reflect on theory and practice in connection with planning and making the web site

All requirements must be fulfilled and their result approved before the student may sit for the examination. Details and deadlines are announced at the beginning of the semester.

Assessment

The project: A complete web site with the project report is presented for assessment. The students must also hand in the URL for their web site. The web site must be published on the student network at Oslo University College.

The project is given a summarised evaluation by an internal and an external examiner, using grades scaled from A-F, with E being the lowest pass grade.

Syllabus

- Castro, E. (2007): *HTML, XHTML & CSS: visual quickstart guide* (6th edition). Berkley: Peachpit Press (Visual quickstart guide). (456 pages)
- Krug, S. (2006): *Don't make me think. A Common Sense Approach to Web Usability* (2nd edition) Berkeley, CS: New Riders. (201 pages)
- Morville, P. & Rosenfeld, L. (2007): *Information architecture for the World Wide Web* (3rd edition). Sebastopol, CA: O'Reilly. Chapters: Information architecture, Organization systems, Labelling systems. (200 pages)
- Zeldman, J. (2009): *Designing with web standards* (3rd edition). Berkeley, CS: New Riders. Chapters: Designing and building with standards, XML conquers the world, Modern markup, Accessibility basics. (150 pages)

A total of 1007 pages.