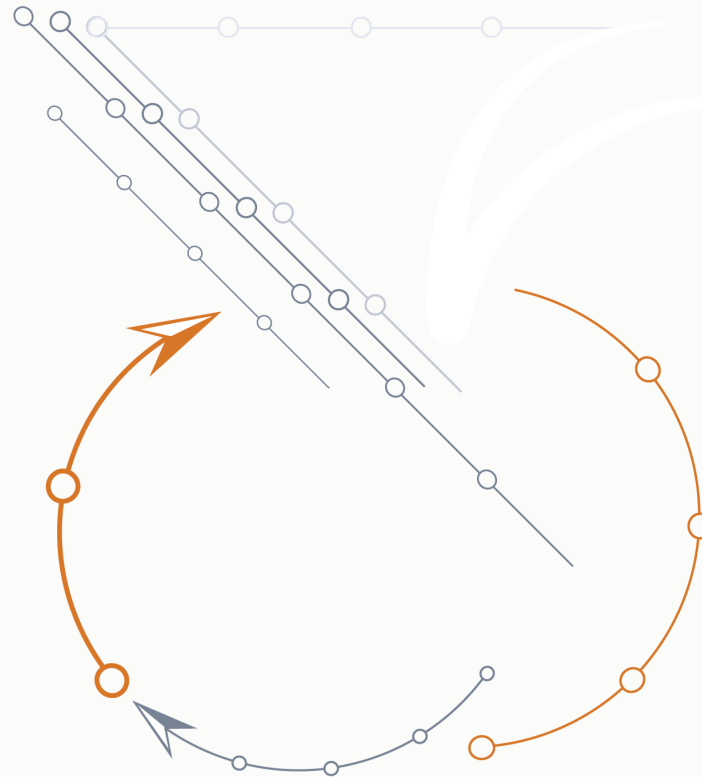


Major project

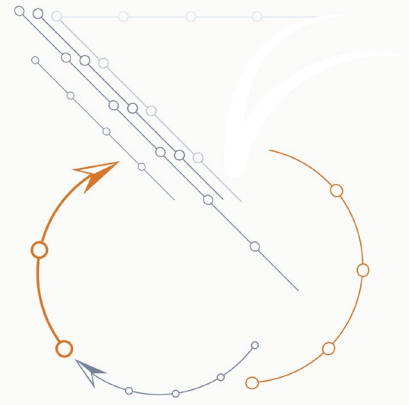
MA Web Design + Content Planning



Module: Major project

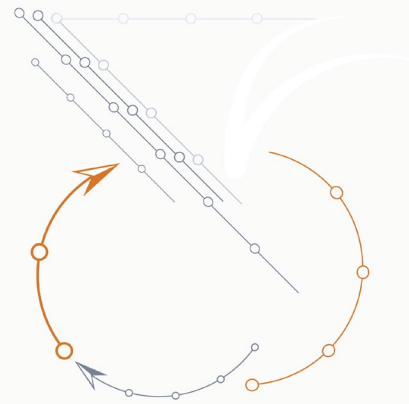
60 credits – one third of the total number of credits on this programme (180).

Takes place over 12 months, beginning now...



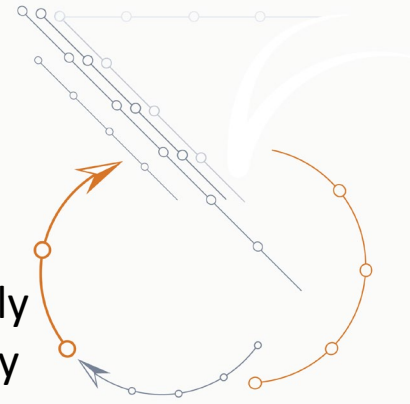
Vituvian principles

Vitruvius, in full **Marcus Vitruvius Pollio**, (flourished 1st century bc), Roman architect, engineer, and author of the celebrated treatise *De architectura* (*On Architecture*), a handbook for Roman architects.



- **Utilitas** (Utility) - It should be useful and function well for the people using it. We call this “Commodity”.
- **Firmatis** (Durability) - It should stand up robustly and remain in good condition. We call this “Firmness”.
- **Venustatis** (Beauty) - It should delight people and raise their spirits. We call this “Delight”.

Five principles



- **Business**

A website need not be commercial but there must be a set of clearly defined aims, explaining the reason for being “busy”. A website may aim to make money but this is not essential.
- **Cultural context**

A website is not an independent entity, it is a part of a world wide web of websites and its existence can be rationalised with respect to trends in contemporary culture and society.
- **Commodity**

A website should benefit the user. Quality content requires good information architecture, accessibility and functionality so that the user has a good experience when visiting and using the website.
- **Firmness**

A website should be robust and built on appropriate technologies. The adoption of best practice principles (e.g. progressive enhancement) is important, as it the choice of platform (hosting and application).
- **Delight**

A website should be aesthetically pleasing. The appropriate choice of colour, font, image etc. is important, but these visual aspects have the same importance as those outlined above.

Five presentations

- **Business and cultural context**
- **Commodity**
- **Firmness**
- **Delight**
- **Prototype**

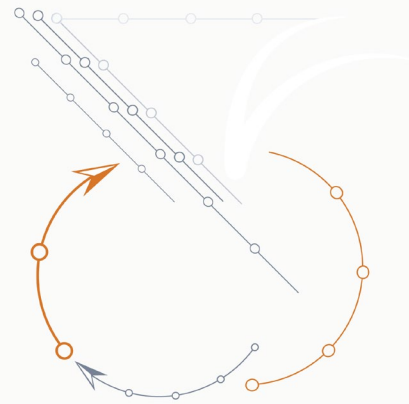
15th December 2021

26th January 2022

2nd March 2022

30th March 2022

27th April 2022



For each presentation, you should research the topic under consideration, and present your proposals to the group for feedback. We recommend that you write a summary report of your proposals and a reflection on the feedback (about 1,000 words) so that you have material you can use for the final report.

[Presentation tips.](#)

Six phases

- **Concept** **Autumn 2021** – discussion, research, business and cultural context
- **Planning** **Spring 2022** – commodity, firmness and delight
- **Prototype** **Easter 2022** – demonstration and schedule of works
- **Implementation** **Summer 2022** – building the site and promoting it
- **Analysis** **Late Summer 2022** – analysing site performance
- **Completion** **Autumn 2022** – presentation, submission of site and report

[Detailed breakdown of phases.](#)

