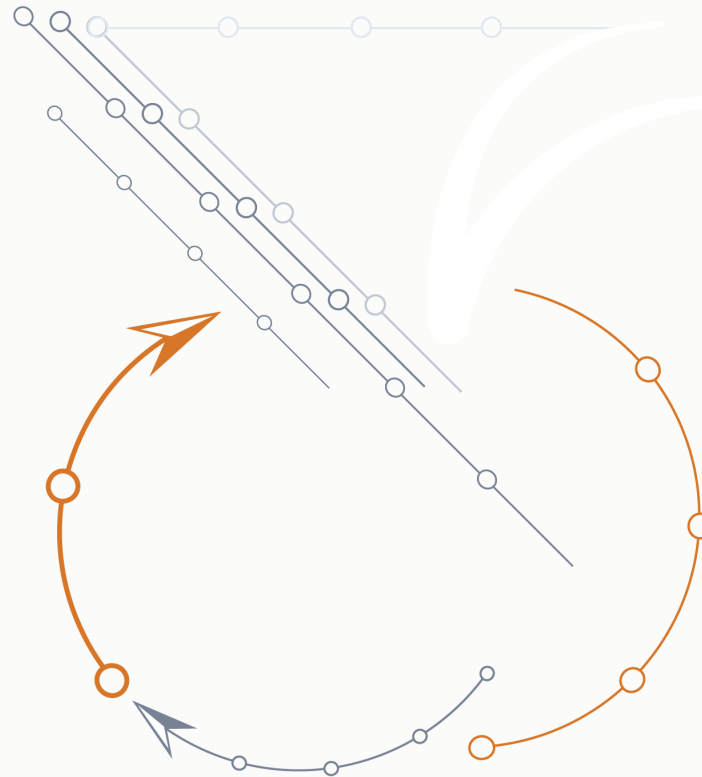
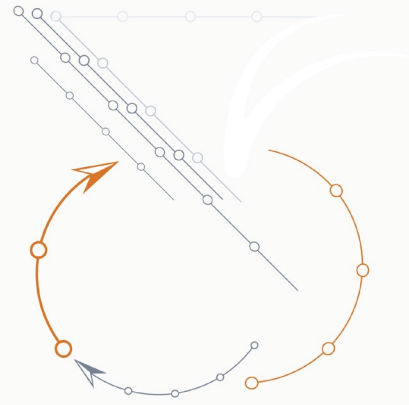


Major project

MA Web Design + Content Planning



Module: Major project

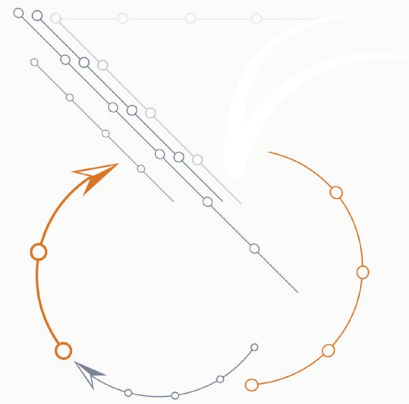


60 credits – one third of the total number of credits on this programme (180).

Takes place over 12 months, beginning now...

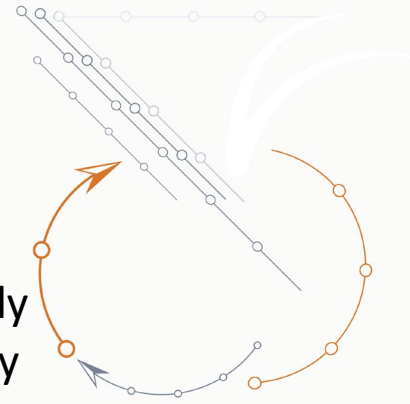
Vitruvian principles

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**
- **Delight**
- **Firmness**
- **Prototype**

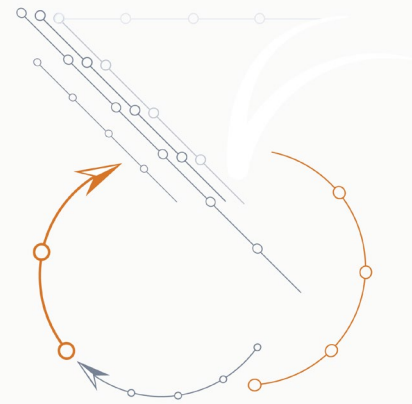
14th December 2022

25th January 2023

22nd Feb/1st Mar 2023

5th April 2023

3rd/4th May 2023



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**
- **Planning**
- **Prototype**
- **Implementation**
- **Analysis**
- **Completion**

Autumn 2022 – discussion, research, business and cultural context

Spring 2023 – commodity, firmness and delight

Easter 2023 – demonstration and schedule of works

Summer 2023 – building the site and promoting it

Late Summer 2023 – analysing site performance

Autumn 2023 – presentation, submission of site and report

[Detailed breakdown of phases.](#)

