MA Web Design + Content Planning

Introduction
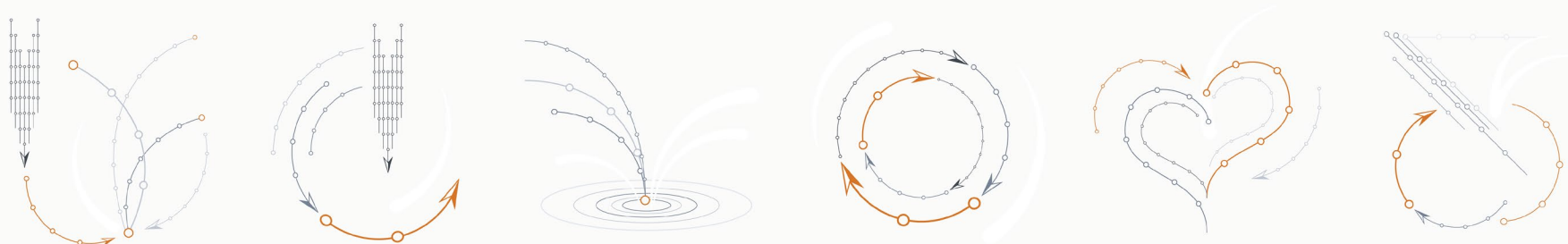
MA Web Design + Content Planning

Welcome

School of Design
Faculty of Liberal Arts and Sciences (FLAS)

UNIVERSITY OF GREENWICH

Our philosophy #1

Website Architecture
A balanced approach with no bias towards either the *technical* or the *aesthetic* aspects of web design. The two work together, hand-in-hand.

Our philosophy #2

A community of learners

Web design is a fast-evolving discipline. We can only hope to get to grips with it by working as a team; students and tutors working together.
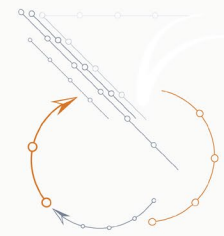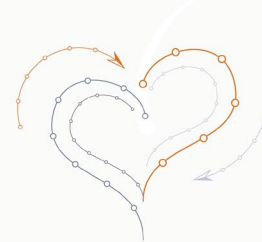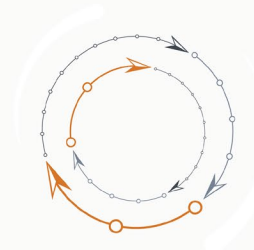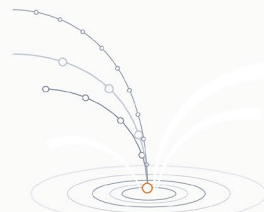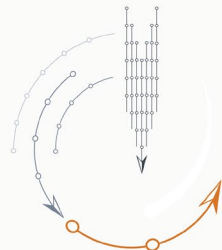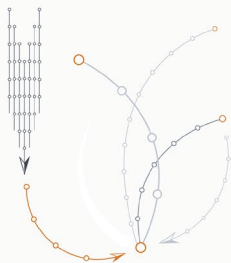
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Our philosophy #3

Work hard, have fun

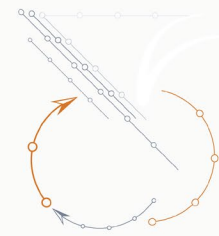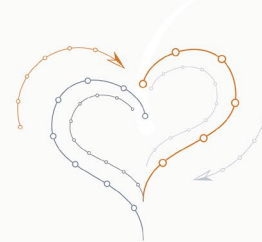Good social bonds are good for learning and hard work should be rewarded.

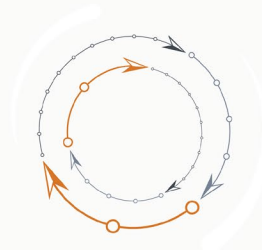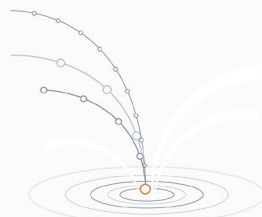# **MA** Web Design **+** Content Planning

Our philosophy #4

Industry focus

Our curriculum is informed by industry trends and contemporary ideas.
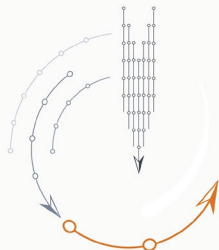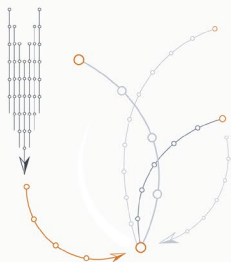
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Courses

Design for Web Content (30)
User Experience Design (15)
Content Management (30)
Social Media & SEO (15)

Part-time, year 1

Applied Art for the Web (30)
Major Project (60)

Part-time, year 2

Design for Web Content
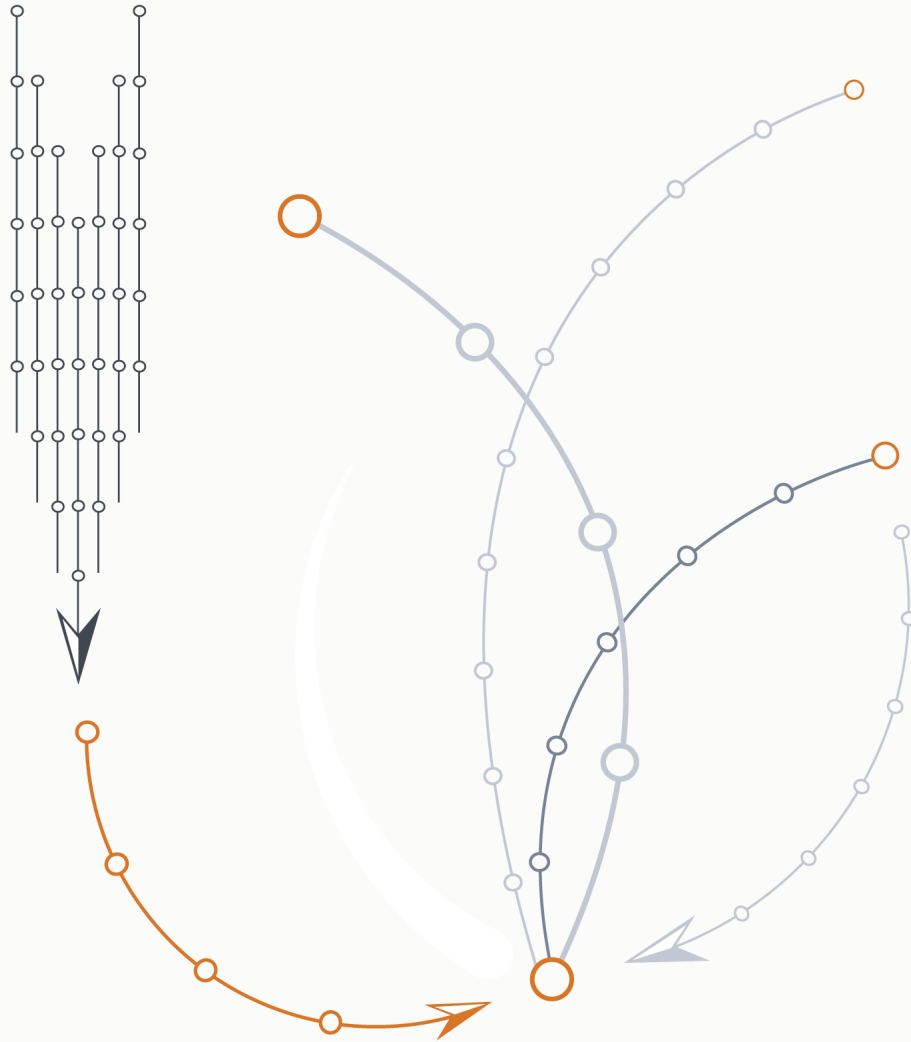
- The web design process
- Coding principles (web standards, RWD etc.)
- Introduction to graphic design ideas
- Building small websites with HTML & CSS

User Experience Design
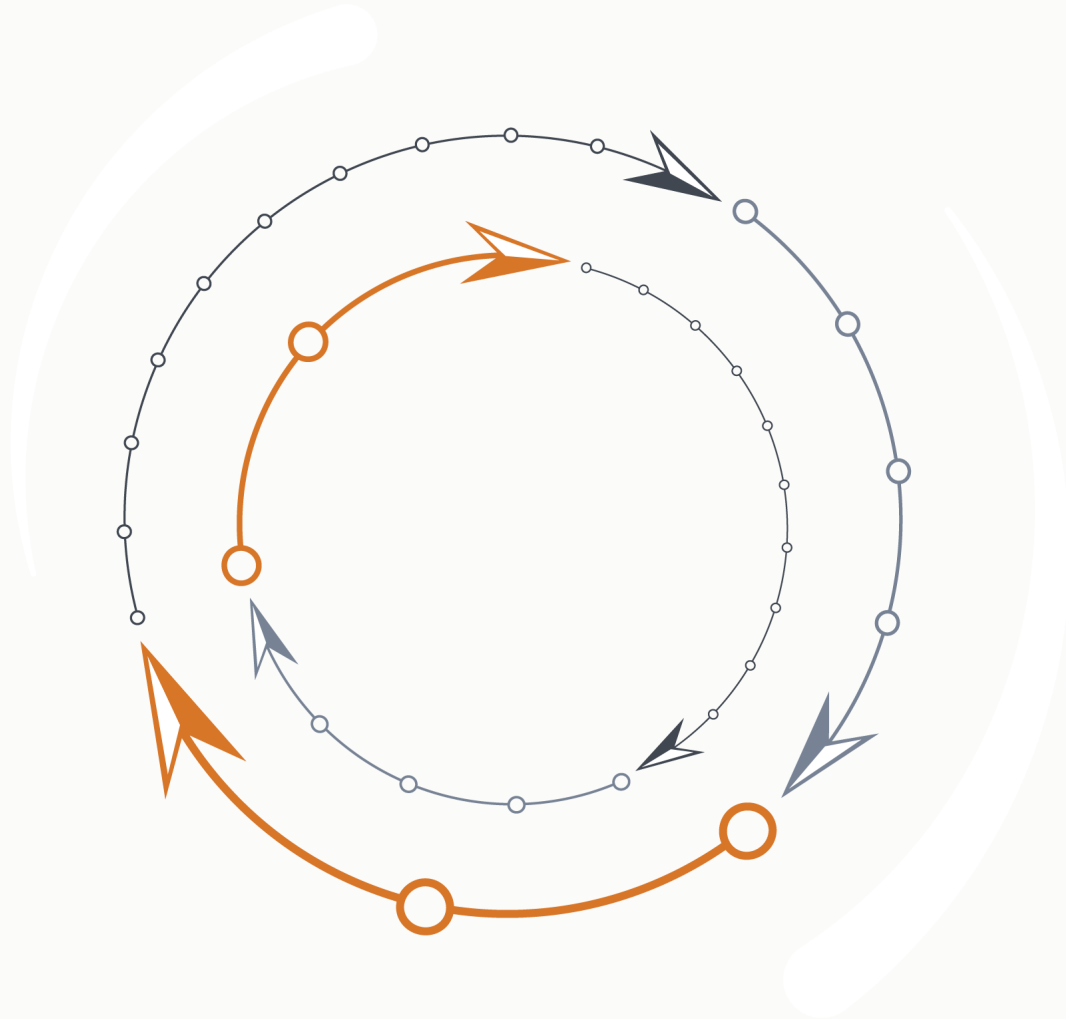
- User research
- User-centred design
- User personas
- User journeys
- Information architecture
- Website testing

Applied Art for the Web
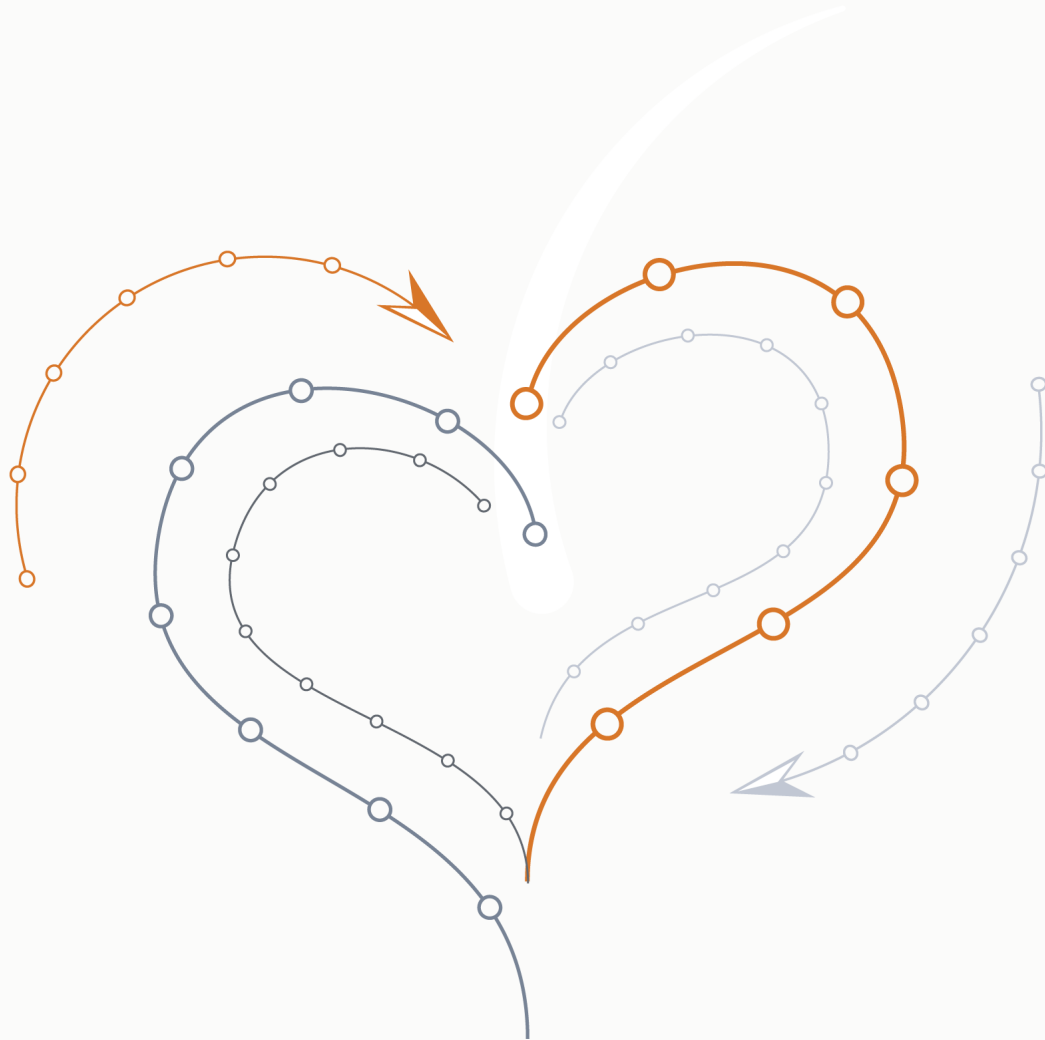
- Principles of graphic design
- Typography
- Use of colour and image
- Composition and layout
- Raster and vector graphics
- WordPress theme design
- Always with code as a context

Content Management
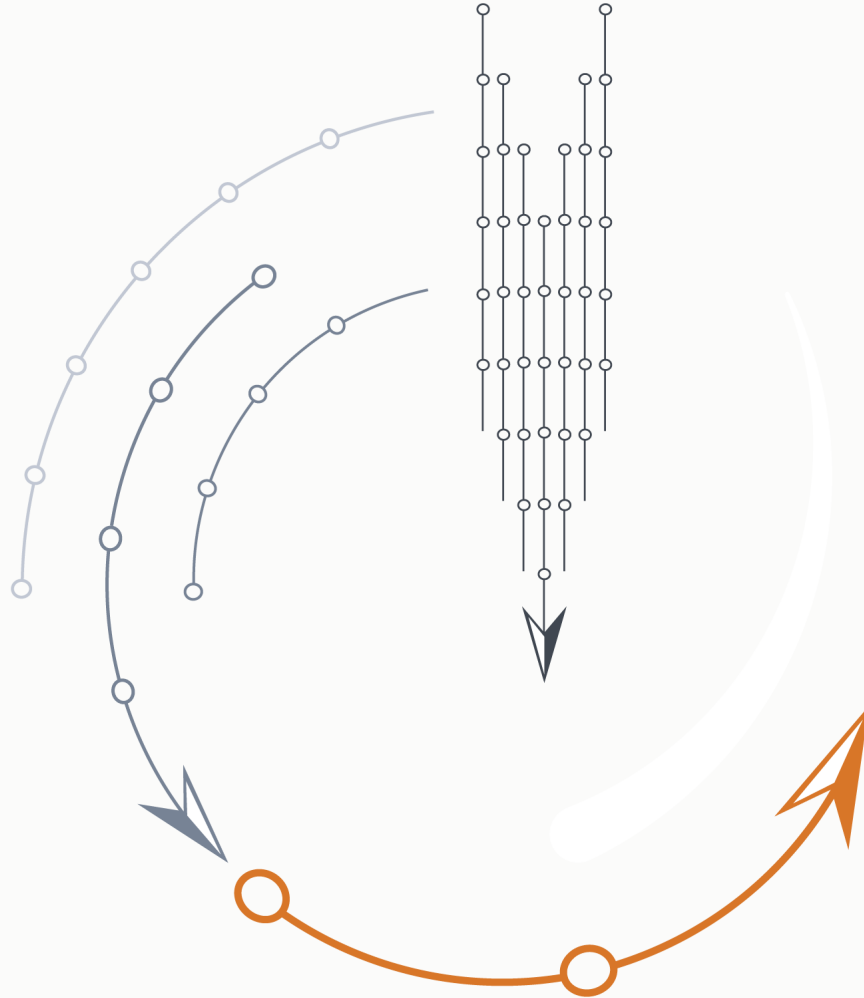
- Introduction to JavaScript
- PHP and MySQL
- Website management
- Security
- Content strategy
- Content management systems (CMS)
- Managing larger websites

Social Media & SEO
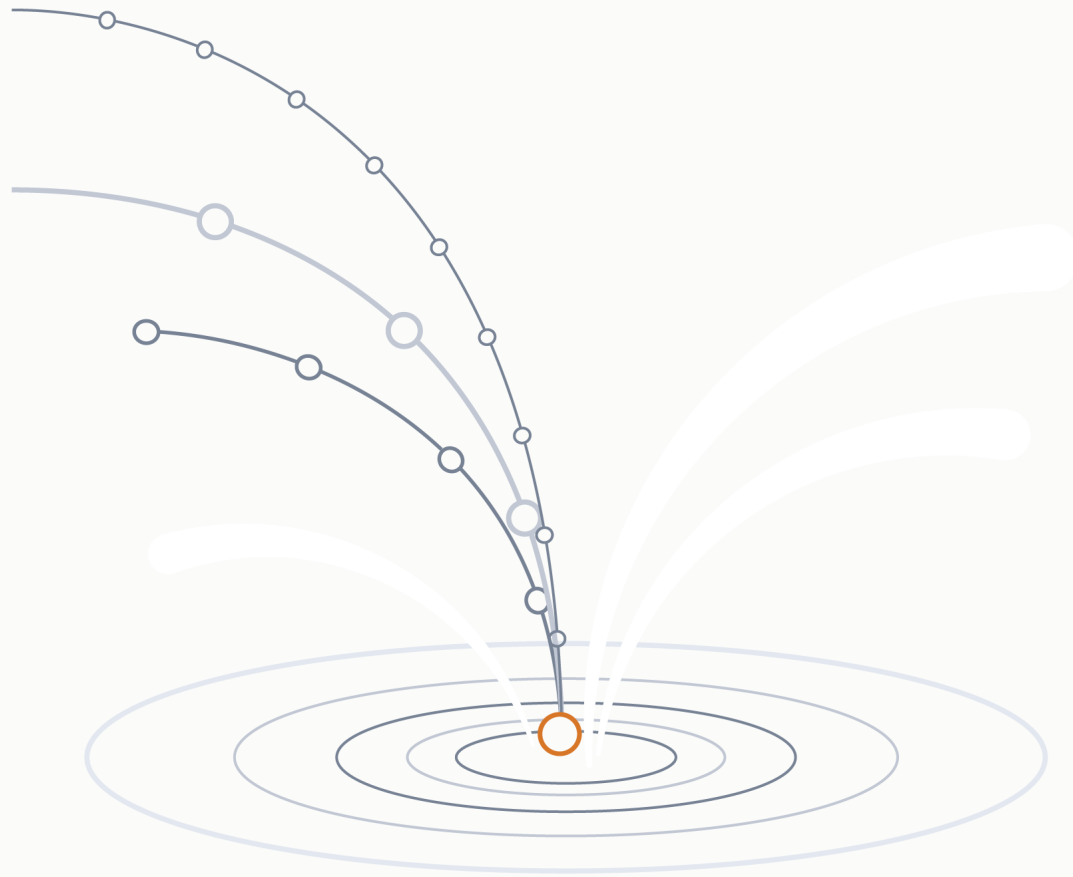
- Search Engine Optimisation (SEO)
- Communities and social media
- Analytics
- Revenue generation
- Branding

Major Project
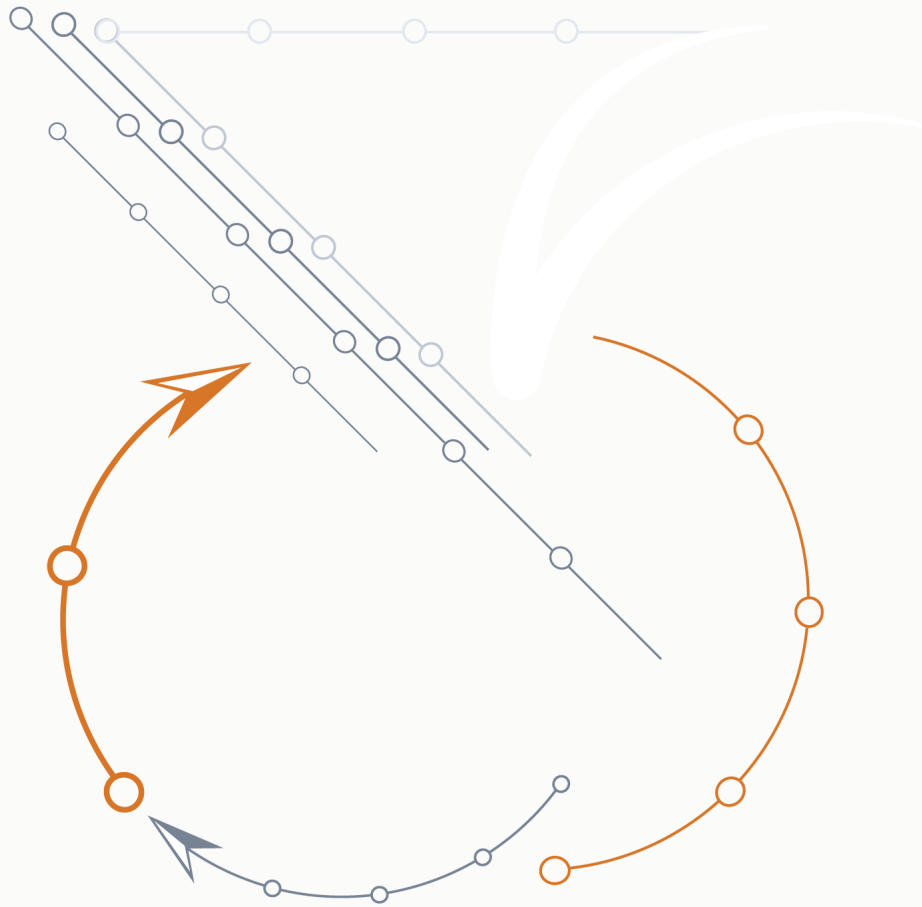
Business
Cultural Context
Commodity
Firmness
Delight

- Research and critical analysis
- Development of brief
- Elevator pitch
- Vitruvian principles + business and cultural context
- Designing, building, testing, deployment and analysis

programme schedule

✚ Sept 11th 2023	Week 1

✖ **Sept 18th 2023** Week 2

Programme welcome

with David, Prisca & Fabiana

Our first meeting will be online ~ we'll do introductions and discuss what's ahead. We will be using Teams and you will receive the link to our session ahead of time via email.

✚ **Your Teachers**

✚ **Timetable & Rooms**

✚ Sept 20th 2023	Week 2
✚ Sept 22nd 2023	Week 2
✚ Sept 27th 2023	Week 3
✚ Oct 4th 2023	Week 4
✚ Oct 11th 2023	Week 5
✚ Oct 18th 2023	Week 6
✚ Oct 25th 2023	Week 7
✚ Nov 1st 2023	Week 8
✚ Nov 8th 2023	Week 9
✚ Nov 15th 2023	✱ Week 10

deadlines

ⓘ more info

November

① **08/11/23**
MP concept:
workshop

② **17/11/23**
Design for Web Content:
Three designed objects

December

① **08/12/23**
Applied Art for the Web:
Typesetting literature

January

① **12/01/24**
User Experience Design:
UX Design

② **24/01/24**
MP Crit #1:
Business, Cultural Context, and Commodity

February

① **02/02/24**
Design for Web Content:
Small business website

② **28/02/24**
MP Crit #2:
Delight

March

① **08/03/24**
Content Management:
Seminar/article

② **08/03/24**
Film Promotion

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Programme delivery team

David Watson (programme leader)
Prisca Schmarsow (module tutor)
Fabiana Lassandro (module tutor)
Steph Troeth (UX research)
Chris How (UX design)
Emma Axelsson (guest critic)

MA Web Design + Content Planning

Hello

David Watson
Programme leader, course tutor
and your personal tutor.
D.Watson@greenwich.ac.uk

Hello

Prisca Schmarsow

Course tutor, educator and freelance designer/developer
P.Schmarsow@greenwich.ac.uk

Hello

Fabiana Lassandro
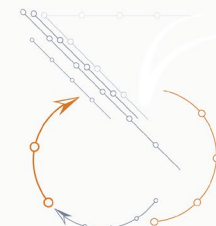Course tutor, developer, and accessibility specialist
F.Lassandro@greenwich.ac.uk
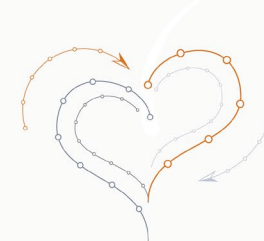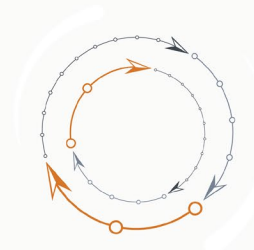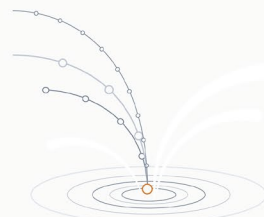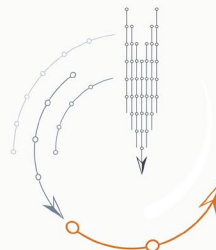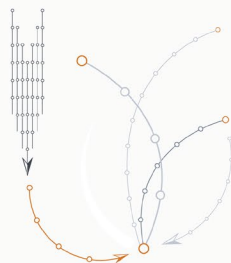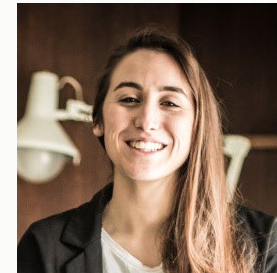
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Hello

Steph Troeth
UX Strategist/Researcher

Chris How
UX Designer at Clearleft

Course tutors: User Experience Design

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Programme admin team

David Watson (programme leader)

School of Design admin team

design_school@greenwich.ac.uk

Virtual reception on Teams

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How we teach

We use an "active learning" approach
Classroom activities (e.g. coding challenges)
Discussion
Presentations

We understand that not everyone will be familiar or comfortable with this approach.

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Teaching sessions

Sessions are 3 hours long with a 15 minute break mid-session

Sessions begin at 10am and 3pm

Punctuality is important (maweb.design/asides/etiquette.html)

Active participation is encouraged

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Grading at Level 7 (postgraduate)

Grading bands

70% and above = Distinction

60% to 69% = Merit

50% to 59% = Pass

Below 50% = Fail

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You will need…

A laptop or MacBook with Wi-Fi

Web hosting

Books

Dedicated study time

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Laptop/Macbook

Ideally, something light and easily portable for use in class and at home. Should include a webcam and microphone for online sessions.

We'll introduce software during the workshop.

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Web hosting

Best option: clook.net (intro)

Everything you need for £29.99 per year (or £2.99 per month)
Add a uk domain name for £7.99 per year

Total cost including VAT: £45.58

clook.net/website-hosting/
Full details: websitearchitecture.co.uk/resources/helpers/web-hosting-details.pdf

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Books

Learning Web Design (5th Edition)
by Jennifer Robbins

Adaptive Web Design (2nd Edition)
by Aaron Gustafson

A Practical Guide to Designing for the Web
by Mark Boulton

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Time

The amount of study time needed per week will vary depending on project stages and previous experience.
Students tell us they usually spend between 10 and 25 hours per week in addition to the time spent in taught sessions during full-time study.

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Part-time work

International students on study visas may work up to 20 hours per week in addition to their studies. We understand that some will need to work to supplement their finances but be aware that working 20 hours per week is likely to adversely impact your studies.

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Learning resources

maweb.design
Our programme hub

websitearchitecture.co.uk
Our programme website and
David's materials

eyelearn.org
Prisca's materials

moodlecurrent.gre.ac.uk
Moodle (the university VLE)

Communications

Slack

Our Slack group has been running for several years. It's a useful way to keep communications organised and Slack is an industry standard platform.

Teams

We'll use Teams for our interactive online sessions.

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Reminders...

ID card pickup

Any time before our induction workshop

The student centre at Dreadnought building. You will need your ID card to access the Stockwell Street building. If you need access before you get your ID card, please use the virtual ID card on the Greenwich mobile app.
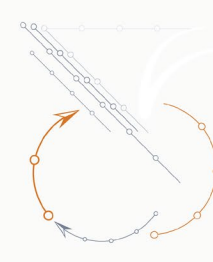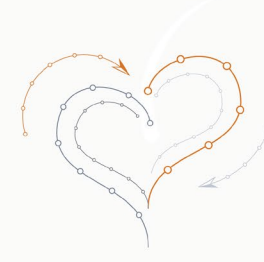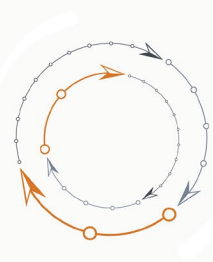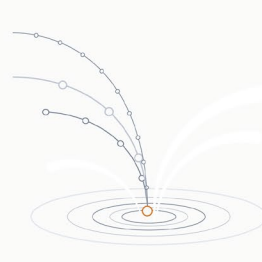
Induction sessions (GREFest)

libcal.gre.ac.uk

MA Web Design + Content Planning

Greenwich campus

11 = Stockwell Street (classes)
7 = Dreadnought (student centre)
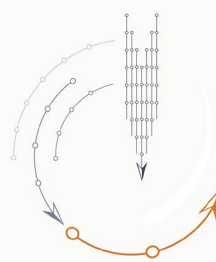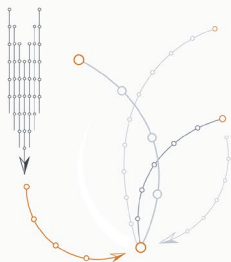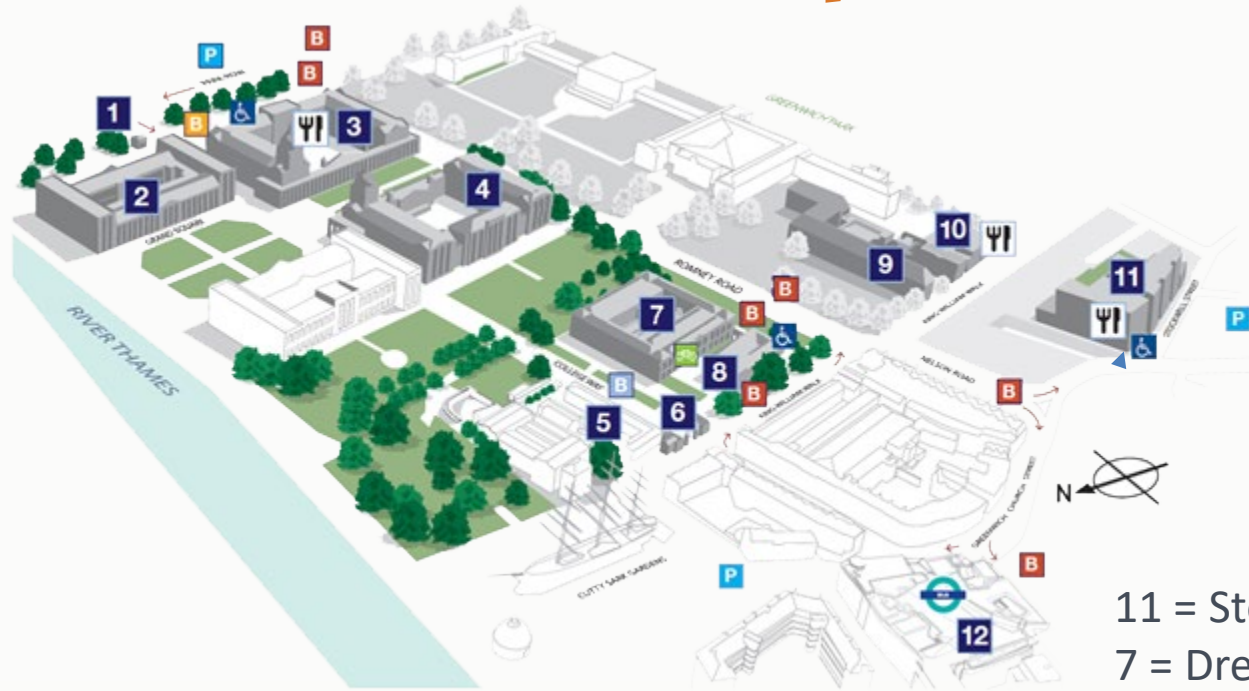
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Next meeting

Induction workshops

Wednesday, 20th September: 10am to 1pm and 2pm to 5pm
Friday, 22nd September: 10am to 1pm and 2pm to 5pm

Venue: Stockwell Street, room 11_2014 (11_2016 on Friday morning)

You will need...
- Laptop or MacBook
- Web hosting account (login details)