

Module Details	
Module Title	Introduction to Web Development
Module Code	BIC4013-A
Academic Year	2022/3
Credits	10
School	UoB International College
FHEQ Level	FHEQ Level 4

Contact Hours	
Type	Hours
Directed Study	50
Lectures	30
Practical Classes or Workshops	20

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Non-Standard Academic Year
BDA	University of Bradford / Semester 3

Module Aims
<p>The module introduces students to structures, key concepts and standards of the World Wide Web. It provides practical experience and theoretical understanding of the tools, techniques and technologies which are deployed to develop the content, presentation and interactive features of basic websites and web applications. Students learn how to build, test and de-bug web pages using a web browser, and ensure that these conform to recognised industry-wide standards. The module will also develop students' research skills by encouraging them to explore the theoretical concepts in the real-life context of firms and organisations which depend on well-designed and managed internet technologies.</p>

Outline Syllabus

Basic principles underpinning the structure of the World Wide Web.

Syntax of HTML5 mark up, CSS selectors, CSS box model and synergetic layout techniques.

JavaScript and the Document object model.

Data interchange technologies (e.g. JSON) and JavaScript.

Programming tools and environments of web development.

Contemporary techniques such as web-fonts, icon-fonts, resource minification and responsiveness.

Basics of search engine optimisation and visitor analytics.

Internet technologies in context - the impact of the Internet on organisations of different types, the growth of e-commerce, environmental concerns and the significance of ethical considerations, especially data protection, security and sustainability.

Learning Outcomes

Outcome Number	Description
01	Demonstrate knowledge and understanding of the principles and standards of web design and development
02	Describe and analyse the real or potential impact of web development/internet technologies on a given organisation and/or business
03	Explain the key concepts underpinning the building and running of websites and web applications.
04	Use effective tools and techniques to develop, build, test and de-bug a website.

Learning, Teaching and Assessment Strategy

Students will be taught this module in a group of up to 18. Teaching involves formal classes but there will be considerable emphasis on interactivity between teacher and students and between individual students within the group.

Delivery will be over a 10-week term with 5 contact hours per week, two of which will be conducted as practical sessions in a computing lab. Students will be expected to spend a minimum of a further 50 hours in self-study, reviewing and consolidating material studied and skills acquired, and preparing for their future classes, assignments and summative assessments: the interim test with a focus on topics studied early in the module, and the final coursework task, the design of a personal web page.

Shorter-term preparatory exercises and tests will be set during the programme. These formative assessments will not contribute to the final module assessment but will be marked and used to provide detailed feedback to assist the students to prepare for the interim test and the coursework task which contribute to the summative assessment.

Student progress will be closely monitored by both subject staff and each student's Personal Tutor. Tutors hold one to one sessions with students during which they are encouraged to reflect on their own progress in meeting the objectives of the module. Out of this monitoring will come provision, as necessary, of learner support in specific weaker areas or where students are making limited progress. The ultimate aim is to build student confidence to the point where they will become independent learners.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Classroom test	Interim Test (1 Hr)	30%
Summative	Coursework - Written	Students design, build and test their own web presence	70%

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.

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