# Universidad Europea

# 1. OVERVIEW

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|---|---|
| **Subject Area** | Web Design Technology |
| **Degree** | Bachelor's Degree in Design |
| **School/Faculty** | Faculty of Architecture, Engineering and Design |
| **Year** | Third-party |
| **ECTS** | 6 ECTS |
| **Type** | Optional |
| **Language(s)** | Spanish/English |
| **Delivery Mode** | On campus |
| **Semester** | First semester |
| **Academic Year** | 2024-2025 |
| **Coordinating professor** | |

# 2. INTRODUCTION

This subject provides an overview of the most important technologies currently used in internet design. First, we look at the basic elements of web design, such as languages HTML5 and CSS3. Then we move on to responsive design, components and modularity. Over this course, students will also learn about the integration of audiovisual technology in online publications as well as the use of multiplatform libraries and JavaScript programming for front-end development. The course concludes with an introduction to creating mobile applications.

# 3. SKILLS AND LEARNING OUTCOMES

**Key skills (CB, by the acronym in Spanish):**

- CB2. Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area.
- CB4. Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
- CB5. Students have developed the learning skills necessary to undertake further study in a much more independent manner.

**Transversal skills (CT, as per the Spanish acronym):**

- CT2. Self-confidence: ability to evaluate their own results, performance and skills with the self-determination necessary to complete tasks and meet any objectives.
- CT3: Ability to adapt to new circumstances: being able to evaluate and understand different points of view, taking different approaches to suit the situation.
- CT18: Use of information and communication technology (ICT): ability to effectively use information and communication technology such as search tools, processing and storing information, as well as

developing communication skills.

**Specific skills (CE, as per the Spanish acronym):**

- CE25: Understanding of graphic design technology applied to on-line and off-line media.
- CE26: Ability to apply graphic design technology applied to on-line and off-line design projects.

**Learning outcomes (RA, as per the Spanish acronym):**

- RA2. Create and develop visual forms to respond to communication problems, including understanding of the principles of visual composition and organisation, information hierarchy, visual representation, typography, aesthetics, and the creation of images containing meaning.
- RA4. Understand the tools and technology, as well as the role they play in the creation, reproduction and distribution of visual messages. This includes drawing, printing techniques, photography, and interactive media based in time (cinema, video and multimedia).

The following table shows how the skills developed in the subject area match up with the intended learning outcomes:

| Skills | Learning outcomes |
|---|---|
| CB2, CB4, CB5, CT2, CT3, CT18, CE25, CE26 | RA2. Create and develop visual forms to respond to communication problems, including understanding of the principles of visual composition and organisation, information hierarchy, visual representation, typography, aesthetics, and the creation of images containing meaning.<br><br>RA3. Understand the tools and technology, as well as the role they play in the creation, reproduction and distribution of visual messages. This includes drawing, printing techniques, photography, and interactive media based in time (cinema, video and multimedia). |

# 4. CONTENTS

1. Introduction to internet technologies
2. HTML and the web content life cycle
3. CSS style sheets and the box model
4. CSS classes, HTML5 and positioning
5. Modularisation: menus and web fonts
6. Creating websites with bootstrap
7. Columns, grids and cards
8. Components in bootstrap
9. Advanced CSS: transitions and animations
10. Introduction to JavaScript and jQuery
11. Icons and SVG
12. Development and web conversion for apps
13. Basic interaction with backend

# 5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Master lecture
- Collaborative learning.
- Problem-based learning (PBL).
- Project-based studies (PBS)
- Learning based on workshop teaching

# 6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

**On-campus:**

| Learning activity | Number of hours |
|---|---|
| Attendance and participation in activities | 6.25 (on-site) |
| Directed learning, practical exercises and problem-solving | 25 (20% on-site) |
| Project presentation | 12.5 (on-site) |
| Integrated group project | 12.5 (40% on-site) |
| Research work and projects | 62.5 (40% on-site) |
| Self-study | 12.5 (off-site) |
| Tutorials, academic follow-up and assessment | 18.75 (on-site) |
| **TOTAL** | **150** |

# 7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

**On-campus:**

| Assessment method | Weight |
|---|---|
| Submission and/or presentation of projects and exercises | 100% |

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

## 7.1. Ordinary examination period

To pass the course in the ordinary examination period you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject.

## 7.2. Extraordinary examination period

To pass the course in the extraordinary examination period you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject.

Activities not passed in the ordinary examination period, or those not delivered, must now be delivered after having received the relevant corrections to them by the lecturer.

# 8. SCHEDULE

The schedule with delivery dates of assessable activities in the course is indicated in this section:

| Assessable activities | Date |
|---|---|
| Activity 1 | Week 2 |
| Activity 2 | Week 3 |
| Activity 3 | Week 4 |
| Activity 4 | Week 5 |
| Activity 5 | Week 6 |
| Activity 6 | Week 7 |
| Activity 7 | Week 8 |
| Activity 8 | Week 9 |
| Activity 9 | Week 10 |
| Activity 10 | Week 11 |
| Activity 11 | Week 12 |

The schedule may be subject to modifications for logistical reasons of the activities. Students will be informed of any changes in due time and course.

# 9. BIBLIOGRAPHY

The reference work for following this subject area is:

- Gauchat, J. D. (2019) El gran libro de HTML5, CSS3 y JavaScript, Marcombo 3a ed.
- Frain, B. (2015) Responsive Web Design with HTML5 and CSS3, Packt 2a ed.
- Garrett, J. J. (2010), The Elements of User Experience: User-Centered Design for the Web and Beyond, New Riders 2a ed.

# 10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit offers support throughout your time at university to help you with your academic achievement. One of the main pillars of our educational policy is the inclusion of students with special educational needs, universal accessibility to the different university campuses and equal opportunities.

This unit offers students:
1. Support and monitoring through personalised counselling and programmes for students who need to improve their academic performance.
2. Promotion of diversity, with curricular changes possible in terms of methodology or assessment for those students with special educational needs in order to provide equal opportunities for all our students.
3. We also offer students a range of educational extracurricular resources for developing a variety of skills to enhance their personal and professional development.
4. Career guidance by offering tools and advice to students with doubts regarding their professional careers or those who believe they have chosen the wrong line of study.

Students who need educational support can contact us at:
orientacioneducativa@universidadeuropea.es

# 11.   SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, degree courses and the learning process.

These surveys will be available in the surveys area of your virtual campus or by email.

Your opinion is essential to improve the quality of the course.

Many thanks for taking part.