

LUMSA University – Rome
Master's Degree program in Marketing & Digital Communication

Web Design
A.Y. 2021/2022 – Second semester
COURSE SYLLABUS – Vers 1.0 (15 Feb 2022)

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My personal page (for contacts, student reception hours and to download this syllabus):
www.lumsa.it/piero-polidoro

Course page on the Service portal (Mi@Lumsa):

https://servizi.lumsa.it/Guide/PaginaADErogata.do?cod_lingua=eng&ad_er_id=2021*N0*N0*S2*30008*18243&ANNO_ACCADEMICO=2021&mostra_percorsi=S

E-learning page: <https://elearning.lumsa.it/course/view.php?id=489>

To access the e-learning page you must use your Lumsastud credentials (the username is your e-mail address without “@lumsastud.it”; the password is the same you use to log in to your Lumsastud email or to other Lumsa’s digital services).

You can join the page by clicking on the link above or following this path: Corsi di laurea > Dipartimento di Scienze umane... > Marketing & Digital communication > Web Design 21-22.

Please be sure to choose the Web Design 21-22 class; otherwise, you will be directed to the past year class (which is Web Design 2021).

Only the first time, after the login you need a course password, which will be communicated by me during the first lesson. After the first lesson, you can ask me the password via email, but you must write from your Lumsastud address.

Aim of the course

The course aims to teach how to understand, analyze and evaluate communication aspects of a website in order to offer an excellent user experience.

At the completion of the class the students will be able to:

- Recognize and discuss pros and cons of the most important technologies used for the web: responsive/adaptive websites; web applications/web apps/native apps
- Know the phases of the development of a website and which actions have to be taken at each step
- Know the fundamentals of Information Architecture and Usability.

The course is focused on the analysis of already existing websites, but this approach will be useful also to understand how to manage the development of a website.

Course contents

This course deals with the communication aspects of a website and with qualitative analysis; it does not treat quantitative tools (such as web analytics) and it is not a course about information technologies, but about their uses and functions for an effective web communication.

In the first part of the course, we will study how a web system is articulated and which technologies can be used to build it (layout types; different kinds of apps) and which are their pros and cons.

In the second part we will analyse the development phases of a website and the bases of Information Architecture and Usability.

Both attending and non-attending students must access the class page on Lumsa's e-learning platform at <https://elearning.lumsa.it>

Main topics

This is a loose list of the topics which will be treated during the course; I can decide at any moment to add other topics or eliminate some of those included in this list:

- Introduction to the Web Design course
- Digital media and websites
- Informatic languages used for the web; static and dynamic websites; CMS
- Apps: functions and difference between native apps and web apps
- Responsive and adaptive layouts
- Road map for building websites
- Information Architecture
- Usability and usability tests
- Accessibility

Textbooks

1. Leah Buley, *The User Experience Team of One*, Rosenfeld Media, New York 2013.
2. Steve Krug, *Don't Make Me Think* (3rd Edition), New Riders, San Francisco 2013.
3. Lecture presentations, papers and links to papers which will be published on the course web page are part of the exam program.

Exam for non-attending students

Non-attending students must prepare a written paper that must be sent to the teacher at least 3 weeks before the exam. The paper will be an analysis of a website, including a comparison with its competitors or anyway with comparable websites. The website and the list of competitors must be approved by the teacher before the student begins his/her work.

This written paper is only a part of the exam and will be evaluated from 0 up to 15 points. Paper evaluation will be communicated to students the day before the exam.

The paper will be composed by a series of analysis. Use the template which will be published on the class e-learning page during the course (the template includes instructions and further information).

The second part will be an oral exam (on the ordinary exam dates) about the course program (points from 1 to 3 of the "Textbooks" section) and it will be evaluated from 0 to 15 points.

The final grade (out of 30 points) will be given by the sum of the paper and the oral exam evaluations.

Exam for attending students

Due to the current sanitary emergency and the consequent mixed teaching (in classroom and by remote), class attendance will not be noted. In this situation attenders are defined as students who respond to both these requisites:

- They are part of a workgroup
- They took part with their group to all the assignments and the tests scheduled during the course.

Attending students will be organized into workgroups at the beginning of the course. You cannot be considered as attending students if you are not active members of a workgroup.

Groups will receive assignments during the course and each work will be evaluated. Assignment tasks and assessment criteria will be described in detail in documents which will be published during the course.

After the course, each workgroup will present during the exam its work on the assigned topic (max 20 minutes for each group). Each student will present a part of the whole work (chosen randomly by me) and will receive points according to his/her performance during the presentation.

Attending students must also do a written test which will take place only once, at the end of the course.

Attending students will thus receive both individual and group evaluations, as summarized in the following table:

Test	Points	Evaluation type	Notes
Assignment 1 Mapping the web system, Information Architecture – part 1	0-10	Group	Each group member will receive for this assignment the same grade
Assignment 2 Information Architecture – part 2, Usability	0-10	Group	See above
Written test	0-10	Individual	Closed answer questions; the written test will take place only once, at the end of the course
Final Presentation	0-3	Individual	Each student will present a part of the whole work done by the group for the two assignments

Students who could not attend the written test or refuse its grade can do an oral exam (on the ordinary exam dates), which will be about the course program and will assign the same maximum number of points as the written test.

By the way, I strongly suggest doing the written test.

It is not possible to repeat the assignments or the written test.

Assignment deadlines

Assignment 1: April 21, 13:00

Assignment 2:

- For the first exam date (June 8): Friday, May 27, 13:00 (I can assure the correction of the first 6 groups which will upload the second assignment on the e-learning platform)
- For the second exam date (June 22): Friday, June 10, 13:00
- For the third exam date (July 6): Monday, June 27, 13:00
- For the following exam dates: at least 3 weeks before the exam date

Written test

The written test will consist in closed answer questions (for instance multiple choice questions, matching exercises, etc.) about the course program (points from 1 to 3 of the “Textbooks” section).

To do the written test you must have access to the e-learning page of the course.

The date of the written test will be communicated during the course and will be published on the e-learning platform.

Assessment criteria for the group oral presentation

Members of a group present their whole work together, but they are evaluated individually, for their own performance (thus, members belonging to the same group may obtain different grades).

The day of the presentation the group must communicate to me the “sections” or “chapters” in which the presentation will be organized (for instance Web system mapping, Website navigation tree, etc.); the number of sections/chapters must be the same of the group members.

Each group member will present a single section, chosen randomly by me.

The single member oral presentation will be evaluated according to these criteria:

Points	Evaluation
3	The presentation is brilliant and proactive; it is correct and complete, for both formal and substantial aspects
2	The presentation is good, correct, and complete, for both formal and substantial aspects
0-1	The presentation is just sufficient, or it shows deficiencies

Plagiarism

The written paper (for non-attending students) and the workgroup reports (for attending students) must be original. Plagiarism, even if partial, is a crime. Every contribution from other works must be declared and correctly cited (references are not included in the maximum number of characters indicated for each assignment).