

### Programme Specification

1	<b>Awarding body</b>	University of London				
2	<b>Teaching Institution</b>	<b>Birkbeck College</b>				
3	<b>Programme Title(s)</b>	<b>PG Certificate Web Design and Development</b>				
4	<b>Programme Code(s)</b>	TPCWEDDV_C				
5	<b>UCAS code</b>	N/A				
6	<b>Home Department</b>	Film, Media and Cultural Studies				
7	<b>Exit Award(s)</b>	N/A				
8	<b>Duration of Study (number of years)</b>	1				
9	<b>Mode of Study</b>	FT		PT	<b>X</b>	DL
10	<b>Level of Award (FHEQ)</b>	7				
11	<b>Other teaching depts or institution</b>	N/A				
12	<b>Professional, Statutory Regulatory Body (PSRB) details</b>	N/A				
13	<a href="#"><u>QAA Benchmark Statement</u></a>	N/A				
14	<b>Programme Rationale &amp; Aims</b>	<p>This award takes a user-based approach to designing websites and on implementation through standards-based, accessible code. It is especially suitable for students wishing to develop a personal web project. It delivers its aims through part-time, weekend, evening and face to face study and online learning with professional networking – learning from the experience of participants and from corporate internet users.</p>				
15	<b>Entry Criteria</b>	<p>Study for this award is open to graduates with ICT skills and at least one year's experience in work and non-graduates with three years' experience and ICT skills. Students should submit a detailed application with evidence of their level, demonstrated by existing work they have completed on the Web, if requested.</p>				
16	<b>Learning Outcomes</b>	<p><b>Subject Specific:</b></p> <ol style="list-style-type: none"> <li>1. Awareness of the language of digital media and its main areas of application across different areas of society and business.</li> <li>2. Knowledge of the historical development of areas of new media design, development and application relating to Web design and other digital formats.</li> <li>3. Understanding of the different approaches to digital development and their viability and sustainability in an appropriate context.</li> <li>4. Knowledge of the place of images in digital media and their importance in communicating to specific audiences</li> <li>5. Knowledge of the categorisation of information in different contexts and for different audiences</li> </ol>				

	<p>6. Knowledge of international standards relating to digital media development</p> <p><b>Intellectual:</b></p> <ol style="list-style-type: none"> <li>1. Ability to critically evaluate Web sites and recommend and justify changes</li> <li>2. Ability to formulate research questions, evaluate responses and apply to projects</li> <li>3. Ability to understand and critique theoretical arguments.</li> <li>4. Ability to assess a wide variety of data, evaluate, prioritise and discard inappropriate information in the context of their projects.</li> <li>5. Critically evaluate arguments and evidence</li> <li>6. Ability to evaluate own work, and the work of others, critically</li> <li>7. Ability to communicate ideas in different formats using a wide range of media</li> <li>8. Ability to plan and prioritise own learning</li> </ol> <p><b>Practical:</b></p> <ol style="list-style-type: none"> <li>1. Technical skills in Web development including the use of HTML, XHTML and HTML5</li> <li>2. Skills in the communication of ideas in electronic form through their application to projects</li> <li>3. The production of graphics and manipulation of images using standard packages such as Photoshop.</li> <li>4. Skills in managing sites, project management and costing project development</li> <li>5. Skills in creating animations</li> <li>6. Skills in optimising images for the Web</li> <li>7. Skills in structuring information for use on the Web (Information Architecture);</li> <li>8. Ability to analyse the effectiveness of their own creative work.</li> <li>9. Through discussion groups and through team work ability to work with others and to respect their views.</li> <li>10. Ability to write clearly and concisely</li> <li>11. Ability to make informed decisions</li> <li>12. Evaluation skills</li> <li>13. Project documentation skills</li> </ol> <p><b>Personal and Social:</b></p> <ol style="list-style-type: none"> <li>1. Interpersonal skills such as the ability to work in a group or as a member of a team and network</li> <li>2. Communicate effectively using different media and appropriate interpersonal skills</li> <li>3. Take responsibility for own learning and time management</li> <li>4. Work under pressure and to deadlines</li> <li>5. Understand the relevance of the course for current and future life.</li> </ol>
17	<p><b>Learning, teaching and assessment methods</b></p>
	<p>Each module consists of forty-five hours of tuition. The modules are taught using one or more of the following formats:</p> <ul style="list-style-type: none"> <li>▪ evening meetings with each class meeting lasting three hours</li> <li>▪ weekends with each class meeting lasting 6 hours on each day</li> <li>▪ online learning</li> </ul>

	<p>Teaching takes the form of worked case studies, practical exercises on computers, seminars and class presentations by students individually or in groups. A considerable part of the learning takes place online through posts and working through a commercial service provider.</p> <p>Students will be expected to prepare coursework for formal assessment for each module amounting to the equivalent of between 4,000 and 6,000 words and such other coursework as is appropriate to the teaching and learning on the module.</p> <p>Coursework includes items of software, reflective reports, a created and manipulated portfolio of images, a detailed and researched and justified design specification and a final project which is an effective and efficient Web site as part of your final submission. The coursework will carry 100% of the possible marks.</p>
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18	<b>Programme Description</b>
	<p>To be awarded the Postgraduate Certificate Web Design and Development students must successfully complete the equivalent of 60 credits from the following modules, each of which is worth 30 credits and is delivered at level 7:</p> <ul style="list-style-type: none"> <li>▪ Web Development and User Experience</li> <li>▪ Visual Design and Web Project</li> </ul>

19	<b>Programme Structure</b>			
<b>Part-Time programme</b>				
<b>Year 1</b>				
Level	Module Code	Module Title	Credits	Status*
7	ARMC243S7	Web Development and User Experience	30	Core
7	ARMC244S7	Visual Design and Web Project	30	Core

**Status\***

*CORE – Module must be taken and passed by student*

*COMPULSORY – Module must be taken, mark can be reviewed at sub-exam board*

*OPTIONAL – Student can choose to take this module*

20	<b>Programme Director</b>	Joel McKim/Tim Priestman
21	<b>Start Date (term/year)</b>	Autumn 2009
22	<b>Date approved by TQEC</b>	Spring 2009
23	<b>Date approved by Academic Board</b>	Summer 2009
24	<b>Date(s) updated/amended</b>	October 2016