

Web Design Applications :
Student Oriented Learning for the Online Environment
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- Abstract -

This broad-based paper focuses on attempts to encourage "learner"-centred education, examining techniques & the re-model of various existing teaching strategies specifically used in the School of Film & Media Studies' web-based unit : "Web Design Applications" <<http://www.np.edu.sg/~knh/wda>>

The "show and tell" presentation highlights attempts to encourage reflection by students, and emphasis on creativity, and concept development using techniques such as reflective journals (print & online), jointly developed (teacher-student) assessment criterion, software training driven learning by students at their own pace.

Web Design Applications is an introductory level practical unit developed by Nisar Keshvani, designed to give 2nd year Mass Communication students an appreciation of web design, content development, interactive media skills.

Introduction: What is Web Design Applications?

Web Design Applications (WDA) is an introductory level hands-on, practical unit designed to give 2nd year Mass Communication students an appreciation of web design, content development, interactive media skills. Students will be introduced to essential content development concepts before formulating interactive media strategies.

Students are introduced to the concept of information architecture, researching on the Internet, using various communication media, basics of navigation, graphical user interface, data interaction & online publication design.

While students are introduced to web publishing, digital paint and image manipulation software, this course is designed to give students an appreciation of strategic content development processes - a life-long skill employable to any media project encountered in their media careers.

(http://www.np.edu.sg/~knh/wda/webdesignapp_syllabus_0702_.pdf)

Setting the stage

WDA is a hybrid unit which evolved from an earlier unit called Interactive Multimedia Applications. Both units are conceptually similar, however since July 2002, all incoming 2nd year students who enroll in the unit, are pre-equipped with essential web design, animation and photo manipulation software skills. They would have successfully completed the unit *Introduction to Web Design & Computer Graphics* (first year core unit). The module covers training in software such as Macromedia Dreamweaver, Fireworks, Flash, and Adobe Photoshop.

There is normally one module leader who delivers a weekly one-hour lecture, and teaches 100 students in five, three-hour tutorial sessions (total allocated teaching hours: 16 hrs per week).

Introduction :

- Context of WDA & why it was developed
- Challenges
- Strategies to overcome

Various experimented techniques

- Journal
- Journeys Assignment
- Teaching style in tutorials (Discussion, self driven tutes,
- Feedback techniques / strategies
- WDA Website (and incorporation of student comments)
- Student Developed Evaluation Strategies
- Open Letter