



## Centre for **CONTINUOUS PROFESSIONAL DEVELOPMENT**

# **Web Design and Development**

## **(Certificate of Competence)**

**Note: This course can also be customised and offered on an in-house basis**

**ENQUIRIES:** [ccpd@spu.ac.za](mailto:ccpd@spu.ac.za)



Course Duration	<b>90 Notional hours spread over 6 weeks</b>
Entry level requirements and rules of admission	NSC or equivalent qualification.

**Rationale for offering this short course:**

The design of a website determines its look and development on how it functions. Web Design and Development focuses on the designing (It's look) and developing (It's functions) a web page. The aim is to provide practical skills to students in creating and developing a good website. At the end of the course, students will be able to use a variety of tools to help them design and publish web pages that are both engaging and usable. They will be exposed to the use of Hypertext Markup Language (HTML); Cascading Style Sheets (CSS); JavaScript Programming; and others

The course will provide students with the knowledge of designing a web page and practical's skills to develop and optimizing a designed website using different techniques and platforms. Also, it is expected that students will learn how to create, engaging web pages to build a strong online presence for any brand. This will lead to an exciting career opportunity, creating new jobs and strengthening the long-term career prospects in Northern Cape. In addition, the skills acquired will play a vital role in contributing to the employment growth across South Africa and beyond.

**COURSE OVERVIEW:**

Course Content	<p><b>This course covers the following:</b></p> <ul style="list-style-type: none"> <li>• Introduction to web Design and Development – An introduction to the basics of web design and development.</li> <li>• Web publishing fundamentals – Describe the advantages of web publishing; discuss basic web design principles; define the requirements for writing for the web; explain the use of colour as a web design tool and identify web publishing issues.</li> <li>• Planning a website: Content and structure – Describe the website development planning process and gain insight into the planning phases of the web design process.</li> <li>• Introduction to HTML, XHTML, and CSS – Explore how to write HTML code, learn how to style a web page using CSS and learn about HTML5 standard for web development.</li> <li>• Image Optimization for the web – Discover how to edit and optimize graphics for web use.</li> <li>• Visualizing a website: Colours, images, fronts, and layout – Learn how to use design elements to establish the mood of a website.</li> <li>• Introduction to JavaScript – Develop a basic understanding of JavaScript, jQuery and CSS3 for interactive and responsive websites.</li> <li>• Web development – Front end design principles, URLs configuration and writing views.</li> <li>• Testing, publishing, and maintaining a website – Create, test, and publish a responsive website.</li> <li>• Deployment – Hosting the website on the internet.</li> </ul>
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Specific Outcomes	<p><b>Outcome 1:</b> By the end of this module participants should be able to:</p> <ul style="list-style-type: none"> <li>Describe the advantages of web publishing; discuss basic web design principles; define the requirements for writing for the web; explain the use of colour as a web design tool and identify web publishing issues.</li> <li>Describe the website development planning process and gain insight into the planning phases of the web design process.</li> </ul> <p><b>Outcome 2:</b> By the end of this module participants should be able to:</p> <ul style="list-style-type: none"> <li>Explore how to write HTML code, learn how to style a web page using CSS, and learn about HTML5 standards for web development.</li> </ul> <p><b>Outcome 3:</b> By the end of this module participants should be able to:</p> <ul style="list-style-type: none"> <li>Discover how to edit and optimize graphics for web use.</li> <li>Learn how to use design elements to establish the mood of a website.</li> </ul> <p><b>Outcome 4:</b> By the end of this module participants should be able to:</p> <ul style="list-style-type: none"> <li>Develop a basic understanding of JavaScript, jQuery, and CSS3 for interactive and responsive websites..</li> </ul> <p><b>Outcome 5:</b> By the end of this module participants should be able to:</p> <ul style="list-style-type: none"> <li>Apply Front-end design principles, URLs configuration, and writing views.</li> <li>Testing, publishing, and maintaining a website – Create, test, and publish a responsive website.</li> <li>Deployment – Hosting the website on the internet.</li> </ul>
Critical cross-field outcomes	<p>The following will be covered in the course:</p> <ol style="list-style-type: none"> <li>1. Identify and solve problems</li> <li>2. Organise and manage themselves</li> <li>3. Collect analyze and evaluate information</li> <li>4. Communicate effectively</li> <li>5. Use science and technology effectively</li> <li>6. Recognize problem solving contexts</li> <li>7. Reflect and restore effective learning strategies</li> <li>8. Explore education and career opportunities</li> <li>9. Develop entrepreneurial opportunities</li> </ol>
Teaching and learning strategies	<ul style="list-style-type: none"> <li>Lectures (face-to-face or online): A lecture is normally a presentation or demonstration designed to give an overview of a topic.</li> <li>Independent study: Students will be expected to take responsibility for learning and need to manage time effectively to fit this around the academic timetable and any other activities.</li> </ul>



- Practical learning: Students may be asked to work independently, in pairs, or as part of a small team to submit a piece of work that will count towards their overall assessment.
- Individual/group project: Students will be presented with real-life problems/case studies to work with.

An essential part of the learning activities would be to engage the participants. The course will focus on active learning strategies. One approach will be peer teaching, where participants will demonstrate digital implementations to their peers and receive feedback. Group discussions and flipped classrooms will also be used.