

Designing Web Environments

TAFE SA Intake 2013
Duration 18 weeks Part Time
Accredited Units CUFDIG502A - Design web environments

Campus Delivery Locations

Campus	Application	Study Mode	Study Load	Scheduled
Tea Tree Gully	Contact campus	On Campus	Part Time	Evening Only
Cost:		\$550		
Course Dates:		Start Date: 12/02/2013 End Date: 25/06/2013		
Session Times:		For more information please contact cic@tafesa.edu.au or 8207 8140		
		Room: PC Suite, Building 5, Creative Industries		

Skills Covered

Designing Web Environments

Specific areas covered include:

- Critical analysis – how to assess web design from simple to complex campaigns.
- Critical web considerations – intuitive navigation, information design (including writing for the web) and effective visual design. Vital Home page and Service page requirements. Search engine optimization.
- User-centred design – audience profiling, user testing design and analysis.
- The web development process.
- Service design delivery – working with and for the client using a creative combination of technologies (including social media and cross-platform user-generated media) to develop suitable products and marketing scenarios to suit the client's needs.

Who will benefit?

Any graphic designers or people involved in online production and management of content and online marketing approaches. This will give you the needed insight into the use of creative and effective communication to best engage target audiences and to deliver information to your client's best advantage.

Description

This course is designed to provide you with the essentials for designing excellent website interfaces that are based on all important user-centred design principles. These principles will be extended to multiple online environments and small screen platforms. Marketing opportunities that incorporate these concepts and link existing and emerging technologies will be introduced. This holistic approach, known as 'service design thinking' will be explored as a means to maximise marketing communication in a changing modern world.

Pre-enrolment Information

- Concessions [www.tafesa.edu.au/concession]
- Credit Transfer (uni pathways) [www.tafesa.edu.au/credittransfer]
- Fees by instalments [www.tafesa.edu.au/fbi]
- Important Dates [www.tafesa.edu.au/term-dates]
- Student Policies & Responsibilities [www.tafesa.edu.au/student-policies]
- Recognition of Prior Learning (RPL) [www.tafesa.edu.au/rpl]
- Refund Policy [www.tafesa.edu.au/refund]
- Student Code of Behaviour [www.tafesa.edu.au/code]
- Student ID Card [www.tafesa.edu.au/icard]

- Study Modes [www.tafesa.edu.au/studymodes]