

VICTORIA UNIVERSITY OF WELLINGTON
Te Whare Wananga o te Upoko o te Ika a Maui



**Faculty of Commerce and Administration
School of Information Management**

INFO 561

WEB & INTRANET CONTENT MANAGEMENT

Contact Details

Course Coordinator:

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Programme Administrator:

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Dates:

7 November 2005 – 10 February 2006

Times:

8-9.30.pm

Venue:

On the SIM Chatterbox audio-conferencing web pages.
Students should log into the LIS Discussion Board 5 Chatroom

COURSE OBJECTIVES

Course description

The application of the principles of information retrieval and information architecture to the design of websites and intranets. Topics will be selected from: the emerging role of the web content manager, organising information for retrieval, usability design in web sites, project management and conceptual design in web site development, and accessibility issues.

Learning outcomes

By the end of this course students will be able to:

- define the business purpose of a web site and carry this through into specifications and design;
- develop a project plan for managing the content of a website;
- outline the role of the web content manager, and appropriate policies for web site maintenance;
- apply the key principles of effective information design to the development and management of websites and intranets;
- discuss key issues in the management of content in websites and intranets, including legal and ethical issues, metadata and search optimization, and evaluation

COURSE SCHEDULE

Week 1	Nov 7	Introduction. Business analysis and specifications; defining audiences;
Week 2	Nov 14	Project management and development; Life cycle of web pages/sites; the role of the content manager
Week 3	Nov 21	Principles of Information architecture, design and navigation
Week 4	Nov 28	Usability and usability testing
Week 5	Dec 5	Web publishing processes, including single source publishing
Week 6	Dec 12	New technologies: adding value to web content: RSS,wikis, Blogs etc.
Week 7	Dec 19	Writing, and editing for the web
Week 8	9 Jan	Search engines, and search engine optimization
Week 9	16 Jan	Metadata
Week 10	25 Jan	Content management software
Week 11	31 Jan	Security, archiving, legal issues (including IP and disclaimers)
Week 12	8 Feb	Evaluation: user groups, surveys, web metrics

Note: in weeks 10 and 12, classes normally held on a Monday will be re-scheduled for the Wednesday.

RECOMMENDED READING

There is no set text for the course, but there are several recommended texts, several of which are on Closed Reserve in the Commerce Library at Rutherford House. Online resources, and articles from e-journals will be posted each week on Blackboard.

Barnum, Carol M. 2002. *Usability testing and research*. New York: Longman..

Boiko, Bob. 2002. *Content management bible*. New York: Hungry Minds.

Donnelly, Vanessa. 2001. *Designing easy-to-use web-sites: a hands-on approach to structuring successful websites*. Harlow, U.K.: Addison-Wesley.

Goto, Kelly, and Emily Cotler. 2001. *Web redesign: workflow that works*. Indianapolis, IN: New Riders.

McAlpine, Rachel. 2002. *Web word wizardry: a guide to writing*. Berkeley, CA: Ten Speed Press.

McGovern, Gerry and Rob Norton. 2002. *Content critical: gaining competitive advantage through high quality web content*. London: Prentice-Hall.

McGovern, Gerry, Rob Norton, and Catherine O'Dowd. 2002. *The Web content style guide*. London: Prentice-Hall.

Nakano, Russell. 2002. *Web content management: a collaborative approach*. Boston: Addison-Wesley.

Nielsen, Jakob. 1999. *Designing Web usability : the practice of simplicity*. Indianapolis, IN: New Riders.

Peterson, Eric. 2005. *Web site measurement hacks: tips and tools to help optimize your online business*. Sebastopol, CA: O'Reilly.

Powell, Thomas A. 2002. *Web design: the complete reference*. 2nd ed. Berkeley, CA: McGraw-Hill Osborne.

Rosenfeld, Louis, and Peter Morville. *Information architecture for the World Wide Web*. Sebastopol, CA: O'Reilly, 2002.

ASSESSMENT

There are two required assignments for this course

Assignment 1

An analysis of the business needs of an organisation for a web site, definition of web content and a summary view of an architecture which would meet these needs. (A specific scenario will be provided)
Value: 50% Due date: 16 December 2005, 5pm. Length 2000 words.

This assignment will be marked using the following criteria:

- Range of aspects of business analysis covered
- Match between specifications and results of business analysis
- Well designed architecture, navigation and structure
- Written communication skills
- Presentation

Written communication will be assessed by: well developed and well structured arguments, fluent, grammatically correct English, correct spelling and citations.

Assignment 2

A report on your evaluation of a web site, focusing on how it handles key elements of good information design which should include: navigation, security, accessibility, writing style, metadata and overall effectiveness of the site for defined user groups, and needs.
Value: 50% Due date: 17 February 2006, 5pm Length 2000 words

This assignment will be marked using the following criteria:

- Understanding of principles of good information design
- Range of aspects of web design covered
- Selection of criteria to analyse the site, and methodologies used to apply these
- Written communication skills
- Presentation

Written communication will be assessed by: well developed and well structured arguments, fluent, grammatically correct English, correct spelling and citations.

Penalties

Assignments not submitted by the due date but within one week of the due date will be penalised 10% . Assignments not received within a week of the due date will not be marked. Exemptions from these penalties (on the grounds of ill-health, or a family emergency only) must be negotiated with the course coordinator before the due date. Assignments will be penalized 5% for being overlength.

Attendance Policies

Students will be required to attend 75% of scheduled classes, and to complete both pieces of assessment in order to be granted 'terms'.

Additional information

Additional information about the course (and the scenario for the first assignment) will be posted on the INFO 561 pages on the Blackboard web site. Additional course material, and lecture notes will also be posted on Blackboard weekly. Students will be encouraged to participate in the Blackboard Discussion Boards for the course.

ADMINISTRATIVE INFORMATION

Faculty of Commerce and Administration Offices**Railway West Wing (RWW) - FCA Student Administration Office**

The Student Administration Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the office on (04) 463 5376.

Easterfield (EA) - FCA/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce & Administration and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1).The office is available for the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- FCA Student Administration forms (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

Check with the Student Administration Office for opening times (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

Student Conduct and Staff Conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct,

contact the Facilitator and Disputes Advisor. This Statute is available in the Faculty Student Administration Office or on the website at: www.vuw.ac.nz/policy/StudentConduct.

The policy on Staff Conduct can be found on the VUW website at: www.vuw.ac.nz/policy/StaffConduct.

Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School or the Associate Dean (Students) of your Faculty. Class representatives are available to assist you with this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website:

www.vuw.ac.nz/policy/AcademicGrievances.

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria.

The University defines plagiarism as follows:

Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not.

'Someone else's work' means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.

Plagiarism is not worth the risk.

Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct (www.vuw.ac.nz/policy/studentconduct) and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism and how to avoid it, on the University's website at:

www.vuw.ac.nz/home/studying/plagiarism.html.

Students with Disabilities

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn

and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: disability@vuw.ac.nz. The name of your School's Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

Student Support

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, please contact the relevant Course Co-ordinator, or Associate Dean who will either help you directly or put you in contact with someone who can.

The Student Services Group is also available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/ or email student-services@vuw.ac.nz.

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union Building, phone 463 6983 or 463 6984, email education@vuwsa.org.nz.

Manaaki Pihipihinga Maori and Pacific Mentoring programme (Faculties of Humanities and Social sciences and Commerce and Administration).

Academic Mentoring for Maori and Pacific students studying at all levels in the above schools is available. Weekly sessions for an hour with a mentor to go over assignments and any questions from tutorials or lectures can be scheduled. Registered students can use the facilities, study rooms and computer suite, at any time, at Kelburn and Pipitea.

Mature student and Post graduates wanting to register as a mentor or mentee should contact

Melissa Dunlop
Programme Coordinator
Room 109 D
14 Kelburn Parade: back courtyard
Ph: (04) 463 6015
Email: Maori-Pacific-Mentoring@vuw.ac.nz

Please Note: A mentoring room will also be running at Pipitea Campus starting January. Please contact the Programme Coordinator for details.
