

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



Faculty of Commerce and Administration
School of Information Management

MMIM 534

WEB & INTRANET CONTENT MANAGEMENT

Contact Details			
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Dates:	7 November 2005 – 10 February 2006		
Times:	5.40pm – 7.30pm		
Venue:	t.b.a		

Course Objectives:

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 a business purpose for 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 Content and schedule (tentative- subject to modification)

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 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.

Course Resource Materials:

Recommended texts (to be updated prior to commencement of course). Use will also be made of the Blackboard online learning environment, and online resources.

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.

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.

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

Assessment:

Assessment

There are two required assignments for this course (details subject to confirmation before commencement of course) .

Assignment 1

An analysis of the business needs of an organisation (a scenario will be provided) for web content and a summary view of an architecture which would meet these needs.

Value: 50% Due date: tba

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 or set of sites, 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: 5pm Oct18 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.

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'.
