TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

School of Information Management

MMIM534 WEB AND INTRANET CONTENT MANAGEMENT

Trimester Three 2009

COURSE OUTLINE

Important Contact Details

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Course description

The application of the principles of information retrieval and information architecture to the design of web sites and intranets.

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, site architecture and design;
- 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, search, and evaluation

Course Schedule and Class Times

The class will be held weekly between 5.30 p.m. and 7.30 p.m. in [ ] from November 19 - December 17, 2009, and from January 7 – February 11, 2010. There will be a two week break over Christmas.

Week 1	Nov 19	Introduction. Business analysis and specifications; defining audiences;
Week 2	Nov 26	History and key principles of Information Architecture

Week 3	Dec 3	Information Architecture: design and navigation
Week 4	Dec 10	Usability, accessibility and usability testing
Week 5	Dec 17	Writing, and editing for the web
Break	Dec 21 – Jan 4	Mid Trimester (Christmas) Break Monday 21 December 2009– Monday 4 January 2010
Week 6	Jan 7	Community management and social networking
Week 7	Jan 14	Web Publishing: Common processes and content management systems
Week 8	Jan 21	Search design
Week 9	Jan 28	Metadata
Week 10	Feb 4	Security, archiving, legal issues (including IP and disclaimers)
Week 11	Feb 11	Evaluation: user groups, surveys, web metrics

Course Delivery
In addition to the in-class sessions, students will participate in the discussion boards on Blackboard.

Expected Workload
INFO 561 is a 15 point course at graduate level. A minimum of 12.5 hours per week, including class time, is expected of students enrolled in the course. This time should be divided between preparation for class sessions, additional reading, online discussion, and preparation of assignments.

Readings
There are no textbooks required for this course. Required readings will be posted on Blackboard in preparation for each week's sessions, and additional links and resources will also be included each week under course materials. The Commerce Library holds a selection of texts on 3-day loan and the list can be accessed through the library catalogue. Many of these are also available in other libraries. Students are encouraged to take advantage of the library's interloan and distance services and request texts they think they will need well in advance of their assignment.

Assessment Requirements
All three assessment components must be completed to pass 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:** 40%
- **Due**: 5pm., Monday 14 December 2007
- **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 (well developed and well structured arguments, fluent, grammatically correct English, correct spelling and citations)

- Presentation

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:** 5pm, 15 February 2008.
- **Length** 2500 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 (well developed and well structured arguments, fluent, grammatically correct English, correct spelling and citations.)
- Presentation

Assignment 3
Substantial contributions to each of the six fortnightly discussions on the course Discussion Board.
- **Value**: 10%
- **Due**: Fortnightly during the course.

This assignment will be marked using the following criteria:
- Relevance of postings to the topic
- Willingness to take risks, brain-storm, problem-solve, and to ask questions
- Integration of new material, course readings, and class discussion
- Evidence of critical thinking/understanding of concepts, as appropriate
- Degree of support to other students in your responses to their postings
- Clarity of communication

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 one week before the due date. Assignments over the specified length will be penalised 5%.

(Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.)

Mandatory Course Requirements
Attendance at 75% of the class sessions and submission of all assignments are the only mandatory requirements for this course.

Communication of Additional Information
This course will make extensive use of Blackboard. Essential course information, additional readings and links, and class discussions will be posted on Blackboard each week.

Use of Turnitin (if applicable)
Student work provided for assessment in this course may be checked for academic integrity by Turnitin, an on-line plagiarism prevention tool which compares submitted work with a database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed and subject to checking by

Turnitin. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

Academic Integrity and Plagiarism
http://www.victoria.ac.nz/home/study/plagiarism.aspx

General University Policies and Statutes
http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx

Faculty of Commerce and Administration Offices
http://www.victoria.ac.nz/fca/studenthelp/

Manaaki Pihipihinga Programme
http://www.victoria.ac.nz/st_services/mentoring/

Withdrawal from Course:
Last day to withdraw with a refund from this course is 23 November 2009. Withdrawals later than this day may be made with permission from the Associate Dean. (See Section 8: Withdrawals - from the Personal Courses of Study Statute).
http://policy.vuw.ac.nz/Amphora!~~policy.vuw.ac.nz~POLICY~000000001743.pdf