Year of entry: 2021/22

# Programme Specification

| | | |
|---|---|---|
| 1 | **Awarding body** | University of London |
| 2 | **Teaching Institution** | **Birkbeck College** |
| 3 | **Programme Title(s)** | **Cert HE Web Design Technologies** |
| 4 | **Programme Code(s)** | WEBTC-H |
| 5 | **UCAS code** | N/A |
| 6 | **Home Department** | Computer Science & Information Systems |
| 7 | **Exit Award(s)** | Certificate of Continuing Education |
| 8 | **Duration of Study (number of years)** | 2 years |
| 9 | **Mode of Study** | Part Time |
| 10 | **Level of Award (FHEQ)** | 4 |
| 11 | **Other teaching depts or institution** | N/A |
| 12 | **Professional, Statutory Regulatory Body(PSRB) details** | N/A |
| 13 | **QAA Benchmark Group** | N/A |

| 14 | **Programme Rationale & Aims** |
|---|---|
| | • To equip students with a comprehensive and up-to-date portfolio of skills in the areas of web technologies that will enable them to maximize their employability in the web and digital media technology sectors.<br>• To provide students with the opportunities to put skills and knowledge into practice in a work-related context.<br>• To enhance the employability of graduates by providing them with a range of transferable skills applicable to the work environment.<br>• To prepare students for study at higher levels through the teaching of an extensive range of academic skills.<br>• To provide students with the Personal Development Planning tools that will enable them to actively seek and gain employment in the web technologies and related sectors.<br>• To provide all of the above through face-to-face, evening or weekend study. |

| 15 | **Entry Criteria** |
|---|---|
| | No formal entry requirements. Study for the awards are open to all who apply and who have adequate basic computer skills to benefit from the programmes. Applicants should have basic computer skills, experience of Windows, spreadsheets and good keyboard skills. Students should be prepared to submit a detailed application and attend an interview where basic IT skills may be audited. |

| 16 | **Learning Outcomes** |
|---|---|

**Subject Specific:**

1. Developing and demonstrating the use of IT applications in the following areas:
    - Web site design and authoring.
    - Web-based computing and the technology of the internet.
    - Database design and development for the web and web programming.

**Intellectual:**

1. Undertaking critical analysis of information that may be incomplete or include abstract concepts;
2. Analysing problems, proposing and implementing solutions and critically evaluating the result;
3. Identifying and formulating learning needs and planning learning;
4. Extracting and evaluating relevant and important information from various media including the internet;
5. Defining, documenting and managing user requirements;
6. Reflecting on general principles revealed through practical exploration of specific tools, techniques and methods applied within a case study.

**Practical:**

1. Effective information-retrieval skills (including the use of browsers, search engines and catalogues);
2. Designing and developing websites using a range of technologies, for example: HTML5, XML, ASP, Javascript, PHP;
3. Designing and developing databases using a range of technologies: MySQL;
4. Designing systems for accessibility;
5. Designing usable systems.

**Personal and Social:**

1. Communicating effectively using different media: email, threaded discussions, conferencing;
2. Managing time and working to deadlines;
3. Self-directed learning skills: Learning how to learn in the context of rapidly changing technologies, tools, techniques and methods;
4. Maintaining Learning Log to record problems encountered, results of analysis, sources of information and advice, potential solutions tested, final solution implemented and lessons learned;
5. Working effectively in virtual teams;
6. Writing concisely;
7. Self study skills – searching for and extracting information from a variety of sources including presentations, internet searches, e-zines, generic on-line tutorials, application Help and in-built tutorials.

| 17 | **Learning, teaching and assessment methods** |
|---|---|

Teaching and learning methods have been selected that contribute to the development of academic knowledge and understanding, practical IT skills and the ability to function effectively in a vocational context. They include:

- Lab-based practical instruction
- Experiential learning in an work-related setting
- Class-based lectures/instruction
- Class-based seminars

Approaches to teaching and learning methods that foster the development of competent IT professionals will also be employed. These will include group work, problem-based learning, discovery-based learning and independent self-study. In addition, teaching and learning will have a strong focus on the world of work throughout. Students will be taught about the IT industry, about IT roles, professionalism, and finding employment.

Teaching and learning will provide contextualised study support for students at the point of need. This will be achieved by integrating Personal Development Planning (PDP) and study skills elements into the teaching and learning materials of selected programme modules (e.g. Fundamentals of IT )

Teaching will take place both synchronously (in classrooms) and asynchronously through a Virtual Learning Environment. The digital, asynchronous element will give students flexible access to learning materials, and promote learner independence and IT literacy.

Students must obtain 120 credits.

**Assessment classification:**

- Distinction: >= 70%
- Merit: >=60% & < =69%
- Pass: >=40% & <=59%
- Fail: <=39%

**Assessment methods:**

Assessment is determined by the nature of the materials and skills of each module within the Programme. Assessment methods will include: written and or oral examination; written coursework; presentation based coursework; group based coursework; In class quiz/test; portfolio

The nature of the coursework and the balance between coursework and examinations is determined by the nature of the learning outcomes for the module. All but one module will be assessed 100% by coursework in a ratio of 25% for a mid-module, formative assignment and 75% for a final, summative assignment. The Problem Solving for Programming module will be examined by a combination of examination (60%) and coursework (40%) in a ratio appropriate to the learning outcomes of the module being taught.

Year of entry: 2021/22

| 18 | **Programme Structure** |
|---|---|
| | **Description:**<br>Note that each of the following modules is worth 15 credits.<br>**Year 1 -**<br>**Students complete the following 4 modules, which have to be in line with the prerequisites for each module**<br>• Introduction to Web Authoring<br>• Advanced Web Authoring<br>• Introduction to Database Technology using MySQL<br>• Problem Solving for Programming<br>**Students can exit with a Certificate of Continuing Education in Web Design after completing the First Year, if they do not wish to continue studying.**<br>**Year 2 -**<br>**After completing modules above, students have the option of studying 4 modules from the following list to gain the Cert HE in Web Design Technologies - again the chosen modules need to be in line with the prerequisites.**<br>• Fundamentals of Information Technology<br>• JavaScript<br>• Web Data with XML, JSON and AJAX<br>• Web Programming using PHP<br>• Building Web Applications using My SQL and PHP<br>• Mobile Application Development |

| 19 | **Programme Structure** | | | |
|---|---|---|---|---|
| ***Part-Time programme – 2 years*** | | | | |
| ***Year 1*** | | | | |
| **Level** | **Module Code** | **Module Title** | **Credits** | **Status*** |
| 4 | SSCS004H4 | Introduction to Web Authoring | 15 | Compulsory |
| 5 | BUCI051H5 | Advanced Web Authoring | 15 | Compulsory* |
| 4 | COIY068H4 | Introduction to Database Technology using MySQL | 15 | Compulsory |
| 4 | BUCI006H4 | Problem Solving for Programming | 15 | Compulsory |
| ***Year 2*** | | | | |
| **Level** | **Module Code** | **Module Title** | **Credits** | **Status*** |
| 4/5 | | Option | 15 | Optional |
| 4/5 | | Option | 15 | Optional |
| 4/5 | | Option | 15 | Optional |
| 4/5 | | Option | 15 | Optional |
| ***Indicative Option modules:*** | | | | |
| 4 | COIY067H4 | Fundamentals of Information Technology | 15 | Optional |
| 5 | SSCS019H5 | JavaScript | 15 | Optional |
| 5 | SSCS018H5 | Web Data with XML, JSON and AJAX | 15 | Optional |
| 5 | SSCS025H5 | Web Programming using PHP | 15 | Optional |

| | | | | |
|---|---|---|---|---|
| 5 | SSCS023H5 | Building Web Applications using MySQL and PHP | 15 | Optional |
| 5 | BUCI044H5 | Mobile Application Development | 15 | Optional |

Note: students completing the Certificate from 2023/24 can replace BUCI051H5 with an option from the department's confirmed options list for the programme. Additional options available to those completing from 2023/24 include:

| Level | Module Code | Module Title | Credits | Status* |
|---|---|---|---|---|
| 4 | BUCI007H4 | Introduction to Programming | 15 | Optional |
| 5 | BUCI036H5 | Computer Networking | 15 | Optional |
| 5 | COIY042H5 | E-business | 15 | Optional |
| 5 | BUCI086H5 | Professional Issues in Computing | 15 | Optional |
| 5 | BUCI066H5 | Software Engineering I | 15 | Optional |

**Status***

*CORE – Module must be taken and passed by student; COMPULSORY – Module must be taken, mark can be reviewed at sub-exam board; OPTIONAL – Student can choose to take this module*

| | | |
|---|---|---|
| 20 | **Programme Director** | Dr. Tingting Han |
| 21 | **Start Date** ***(term/year)*** | October 2009 |
| 22 | **Date approved by TQEC** | Spring 2009 |
| 23 | **Date approved by Academic Board** | Summer 2009 |
| 24 | **Date(s) updated/amended** | May 2023 |