Course title: Webdeign I.	Code: NBP_MK146G3	Credits: 3

Type (lecture/seminar/practice/consultation) and number of contact hours: **seminar 2 per week**
Evaluation method (end-term exam mark/ term mark / other): **seminar mark**
Suggested semester:-
Frequency of availability: **every autumn semester**
Language: **english**
Prerequisites *(if any)*: -
Description

Educational aims:

The goals of the subject are students can create attractive, harmonious and perspicuous webpage-layouts with Adobe Photoshop. The students know the most important principles of webdesign and tipography. Know the significant concepts and developing methods. Know innovaiting developing softwares.

Competences to develop:

a.) Knowledge related to:
- Acquiring knowledge about typography.
- Acquiring knowledge about the use of colors, shapes, and characters.
- Gaining knowledge about web usage, user habits, usability.
- Gaining knowledge about web ergonomics, user experience (UX) and accessibility.

b.) Ability related to:
- Be able to organize and target-oriented use of UX process.
- With her/his knowledge, she/he can apply the methods.
  of creating design opportunities.
- Be able to use the possibilities of new design trends.
- Students learn good web design practices.
- They learn how to use the pixel graphics program.
- They are able to create harmonious, clear and usable layouts.
- Be able to prepare a complex image assessment project.
- Be able to create an event poster or flyer in a pixel graphics program.

c.) Attitude:
- Be open and sensitive to the general needs of customers.
- Be open and cooperative with partners and customers.
- Be open and responsive to current UX/UI trends.
- A creative, innovative and independent way of thinking develops in relation to web design.

Course content and schedule:

Occasions	Educational material	
1. Occasion	Description of the content and thematics of the subject. Description of the requirements for completing the course.	
2. Occasion	Formulation of the steps before starting the design process of web and other electronic interfaces. Definition of basic requirements for web and other digital interfaces. Description of the extended requirements stimulated by web 2.0 websites.	
3. Occasion	Description of design principles: The essence of user-centered design (UCD model), the basic principles of Human-Computer Interaction (HCI), Jakob Nielsen's 5 usability dimensions, Universal design, EEQM model, the principle and details of barrier-free design (WCAG 2.0).	
4. Occasion	UX-research. Studies of behavior, attitude and context in its dimension. Methodological overview of UX research. Research methods in the development process.	
5. Occasion	Getting to know user needs. Interviews, in-depth interviews. Defining the exact research objective. Participant observation, field interview.	
6. Occasion	Processing, coding, presentation. Focus group, online focus group. Empirical and analytical research methods.	
7. Occasion	Practise: designing own work.	
8. Occasion	**Autumn Break**	
9. Occasion	Practice: Getting to know the interface, tools and panels of the pixel graphics program, called Adobe Photoshop. Overview of basic settings. Getting to know the basic tools. The role of layers in imaging. Creating a simple task. Image sizing, canvas sizing. Text formatting. Learning about the opacity property. Rotation, free transformations. Creating flyers and event posters with the Pixlr program	
10. Occasion	Practise: creating own work.	
11. Occasion	Practise: creating own work.	
12. Occasion	Writing the theoretical test.	
13. Occasion	Presentation of the semester's work by Students in front of group members.	
14. Occasion	Grading and evaluation of the semester	

Education management:

d.) The lessions are held in the computer room shown in Neptun.

e.) The supportal portal: http://tanitlap.uni-eger.hu/csilla.

f.) Asessment: A theoretical test. And three web layout exercises with Adobe Photoshop. Pass minimum 60%.

Optional reading:
- **Jennefer Witter (2014): The Little Book of Big PR: 100+ Quick Tips to Get Your Business Noticed" by Jennefer Witter**
- **Adam Hayes (2022): Public Relations (PR) Meaning, Types, and Practical Examples.** https://www.investopedia.com/terms/p/public-relations-pr.asp
- **MaRS (2020): What is marketing communication (MarCom)?** https://learn.marsdd.com/article/what-is-marketing-communication-marcom/

Supporting (compulsory/optional) digital materials:
> http://tanitlap.uni-eger.hu/csilla

Person in charge of program:	
Person in charge of the course: Csilla Prantner Phd.	
Instructor: Csilla Prantner Phd., assistant professor, Faculty of Informatics, Digital Technology Institute, Department of Humaninformatics, prantner.csilla@uni-eszterhzay.hu.	
Instructor's office hours: Tuesday 10:00 with a preliminary e-mail consultation.	
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