

Course Code : DBM101/03
Course Title : Website Development
Prerequisite(s) : None

Level : Higher
Credit hours : 3
Duration of course : 1 semester

Course Coordinator

Dr. Lee Heng Wei
PhD, USM

Website Development will introduce learners to the use of content management systems as website development tools. Learners will go through the process of planning the contents of the website, designing the user interface and setting it up for Search Engine Optimisation. The main content management systems covered will include Wix, Weebly and Shopify.

Learning Outcomes

1. Explain the process of gathering requirements from users on what they would find useful in the website (C1, PL01)
2. Describe an effective website taking into account user-interface and content requirements (C3, PLO5)
3. Explain possible optimisation strategies for the website for search engine optimisation purposes (C3, PLO5)

Topics

1. Web Design as a Process
2. Introduction to Content Management Systems
3. Establishing User Requirements
4. Sales Channels
5. Content Strategy
6. Pre-Build Testing
7. The Build Phase
8. The Test and Revision Phase
9. Optimising for SEO
10. Going Live

Main Reference

Dino Esposito (2016) Modern Web Development : Understanding domains, technologies, and user experience. Microsoft Press,U.S.