



Teaching Guide

Teaching Guide				
Identifying Data				2022/23
Subject (*)	Website Design and Management		Code	710G04028
Study programme	Grao en Xestión Dixital de Información e Documentación			
Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	2nd four-month period	Third	Optional	6
Language	Spanish			
Teaching method	Hybrid			
Prerequisites				
Department	Ciencias da Computación e Tecnoloxías da Información			
Coordinador	Rodríguez Luaces, Miguel	E-mail	miguel.luaces@udc.es	
Lecturers	Cortiñas Álvarez, Alejandro	E-mail	alejandro.cortinas@udc.es	
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Web				
General description	The aim of this subject is to know how to build websites for different types of organizations			

Study programme competences

Code	Study programme competences
A1	CE1 - Know and understand the theoretical and methodological principles of information and documentation management to apply them in their professional activity
A8	CE8 - Master the different methods of representation of data, information and knowledge that ensure efficient recovery
A10	CE10 - Design computer tools for representation and retrieval of information from the user's perspective
A13	CE13 - Know and master the techniques and regulations for the creation and authentication, meeting, selection, organization, representation, preservation, recovery, access, dissemination and exchange, and evaluation of resources and information services
A19	CE19 - Determine and apply methods, measures and techniques designed to order, protect, preserve and restore data, information and documents of different nature
A20	CE20 - Master the bases to develop research activities using multidisciplinary methods and principles
A22	CE22 - Acquire computational skills and management of new ICT
B1	CB1 - Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context
B2	CB2 - Apply the knowledge acquired and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study
B3	CB3 - Be able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments
B4	CB4 - Know how to communicate their conclusions -and the knowledge and ultimate reasons that sustain them- to specialized and non-specialized audiences in a clear and unambiguous way
B5	CB5 - Possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous
B6	CG1 - Capacity for cooperation, teamwork and collaborative learning
B7	CG2 - Capacity for reflection and critical reasoning
B8	CG3 - Capacity for planning, organization and management of resources, information and operations
B9	CG4 - Capacity for analysis, diagnosis and decision making
B10	CG5 - Ability to work in an international and global context
B11	CG6 - Ability to understand the importance, value and function of the Digital Information and Documentation Management in the current ICT society
C1	CT1 - Express correctly, both orally and in writing, in the official languages ??of the autonomous community
C2	CT2 - Use the basic tools of information and communication technologies (ICT) necessary for the exercise of their profession and for learning throughout their lives
C3	CT3 - Develop oneself for the exercise of a citizenship that respects democratic culture, human rights and the gender perspective
C4	CT4 - Understand the importance of the entrepreneurial culture and know the means available to entrepreneurs



C5	CT5 - Acquire skills for life and habits, routines and healthy lifestyles
C6	CT6 - Develop the ability to work in interdisciplinary or transdisciplinary teams, to offer proposals that contribute to a sustainable environmental, economic, political and social development
C7	CT7 - Assess the importance of research, innovation and technological development in the socio-economic and cultural progress of society
C8	CT8 - Have the ability to manage time and resources: develop plans, prioritize activities, identify criticisms, establish deadlines and comply with them

Learning outcomes			
Learning outcomes	Study programme competences		
Know how to design, publish and manage the contents of websites	A1	B1	C1
	A8	B2	C2
	A10	B3	C3
	A13	B4	C4
	A19	B5	C5
	A20	B6	C6
	A22	B7	C7
		B8	C8
		B9	
		B10	
		B11	
Knowing how to use the methods and techniques to analyze and improve the positioning of a website	A1	B1	C1
	A8	B2	C2
	A10	B3	C3
	A13	B4	C4
	A19	B5	C5
	A20	B6	C6
	A22	B7	C7
		B8	C8
		B9	
		B10	
		B11	
Know how to use current Web tools in an integrated way with content publishing tools	A1	B1	C1
	A8	B2	C2
	A10	B3	C3
	A13	B4	C4
	A19	B5	C5
	A20	B6	C6
	A22	B7	C7
		B8	C8
		B9	
		B10	
		B11	

Contents	
Topic	Sub-topic



Website design and construction	Website design. Web publication. Web content management. Website accessibility and usability.
Website management	Analytics and web positioning. Community management. Social media. Virtual communities.

Planning				
Methodologies / tests	Competencies	Ordinary class hours	Student's personal work hours	Total hours
Guest lecture / keynote speech	A1 A8 A10 A13 A19 A20 A22 B1 B2 B3 B4 B5 B6 B7 B8 B9 B10 B11 C1 C2 C3 C4 C5 C6 C7 C8	21	0	21
Supervised projects	A1 A8 A10 A13 A19 A20 A22 B1 B2 B3 B4 B5 B6 B7 B8 B9 B10 B11 C1 C2 C3 C4 C5 C6 C7 C8	4	80	84
ICT practicals	A1 A8 A10 A13 A19 A20 A22 B1 B2 B3 B4 B5 B6 B7 B8 B9 B10 B11 C1 C2 C3 C4 C5 C6 C7 C8	17	17	34
Oral presentation	A1 A8 A10 A13 A19 A20 A22 B1 B2 B3 B4 B5 B6 B7 B8 B9 B10 B11 C1 C2 C3 C4 C5 C6 C7 C8	0	11	11
Personalized attention		0		0
(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.				

Methodologies	
Methodologies	Description
Guest lecture / keynote speech	Exposición oral complementada co uso de medios audiovisuais e a introdución de algunhas preguntas dirixidas aos estudantes, coa finalidade de transmitir coñecementos e facilitar a aprendizaxe. A clase maxistral é tamén coñecida como ?conferencia?, ?método expositivo? ou ?lección maxistral?. Esta última modalidade adóitase reservar a un tipo especial de lección impartida por un profesor en ocasións especiais, cun contido que supón unha elaboración orixinal e baseada no uso case exclusivo da palabra como vía de transmisión da información á audiencia.
Supervised projects	Metodoloxía deseñada para promover a aprendizaxe autónoma dos estudantes, baixo a tutela do profesor e en escenarios variados (académicos e profesionais). Está referida prioritariamente á aprendizaxe do ?como facer as cousas?. Constitúe unha opción baseada na asunción polos estudantes da responsabilidade pola súa propia aprendizaxe. Este sistema de ensino baséase en dous elementos básicos: a aprendizaxe independente do estudantado e o seguimento desa aprendizaxe polo profesor-titor.



ICT practicals	Metodoloxía que permite ao alumnado aprender de forma efectiva, a través de actividades de carácter práctico (demostracións, simulacións, etc.) a teoría dun ámbito de coñecemento, mediante a utilización das tecnoloxías da información e as comunicacións. As TIC supoñen un excelente soporte e canle para o tratamento da información e aplicación práctica de coñecementos, facilitando a aprendizaxe e o desenvolvemento de habilidades por parte do alumnado.
Oral presentation	Intervención inherente aos procesos de ensino-aprendizaxe baseada na exposición verbal a través da que o alumnado e profesorado interactúan dun modo ordenado, propoñendo cuestións, facendo aclaracións e expoñendo temas, traballos, conceptos, feitos ou principios de forma dinámica.

Personalized attention

Methodologies	Description
Supervised projects ICT practicals	Se estima que entre o alumnado haberá diferencias notables tanto en canto á súa familiarización con conceptos e termos informáticos, como en canto ás habilidades para o manexo de ferramentas informáticas. Por iso, prevese desenvolver unha atención personalizada para as prácticas a través de TIC e para os traballos tutelados. A atención personalizada desenvolverase de forma individualizada durante as clases ou nas horas de tutoría.

Assessment

Methodologies	Competencies	Description	Qualification
Oral presentation	A1 A8 A10 A13 A19 A20 A22 B1 B2 B3 B4 B5 B6 B7 B8 B9 B10 B11 C1 C2 C3 C4 C5 C6 C7 C8	Ao remate do traballo tutelado, cada alumno realizará unha presentación oral apoiada en transparencias. Esta presentación ponderará a cualificación do traballo tutelado.	0
Supervised projects	A1 A8 A10 A13 A19 A20 A22 B1 B2 B3 B4 B5 B6 B7 B8 B9 B10 B11 C1 C2 C3 C4 C5 C6 C7 C8	Avaliarase a calidade dos traballos realizados.	50
ICT practicals	A1 A8 A10 A13 A19 A20 A22 B1 B2 B3 B4 B5 B6 B7 B8 B9 B10 B11 C1 C2 C3 C4 C5 C6 C7 C8	Avaliarase a solución aplicada polos estudantes ao problema proposto e a interacción entre os membros do grupo.	50

Assessment comments



PRIMEIRA OPORTUNIDADE

Para aprobar a materia é obrigatorio aprobar os traballos tutelados, unha vez ponderada a cualificación en función do resultado da exposición oral. É dicir, deberase obter unha nota mínima de 2,5 sobre 5. Se non se obtén a nota mínima nos traballos tutelados, a nota máxima global da materia non superará o 4,5.

Todo alumno que non realice a presentación oral do traballo tutelado terá a cualificación de NON PRESENTADO.

SEGUNDA OPORTUNIDADE

Poderán presentarse á segunda oportunidade ÚNICAMENTE aqueles/as estudantes que non superen a materia na primeira oportunidade. A recuperación de cada parte se realizará en condicións similares ás da primeira oportunidade, sendo de novo necesario obter unha nota de 2,5 sobre 5 no traballo tutelado (unha vez ponderada a nota polo resultado da exposición oral).

Terá cualificación de NON PRESENTADO calquera estudante que non opte á recuperación de ningunha dúas partes.

DISPENSA ACADÉMICA

Dado que a asistencia ás clases presenciais non é obrigatoria, terán as mesmas condicións que o resto do alumnado aquel alumnado con matrícula a tempo parcial e con dispensa académica que o exima da asistencia ás clases.

OPORTUNIDADE ADIANTADA

Utilizaranse criterios de segunda oportunidade.

IMPLICACIÓNS DO PLAXIO

A realización fraudulenta de probas ou actividades de avaliación, unha vez verificado, implicará directamente unha nota de "0" na materia na oportunidade correspondente.

Sources of information

Basic	Dado o carácter esencialmente práctico desta asignatura, a bibliografía estará composta polos manuais das ferramentas informáticas descritas.
Complementary	

Recommendations

Subjects that it is recommended to have taken before

Workshop on Informational and Digital Skills: Management, Publication and Promotion of Digital Conte/710G04048
Information Systems for Document Management/710G04025

Subjects that are recommended to be taken simultaneously

Subjects that continue the syllabus

Other comments

(*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.