

## Website: Design and Communication (A703303)

**Course size** *(nominal values; actual values may depend on programme)*

**Credits 3.0**

**Study time 90 h**

### Course offerings and teaching methods in academic year 2025-2026

A (semester 2)

Dutch

Gent

independent work

0.0h

### Lecturers in academic year 2025-2026

De Geyndt, Ellen

LW22

staff member

Van Hoof, Sarah

LW22

lecturer-in-charge

De Schepper, Sylvianne

LW22

co-lecturer

### Offered in the following programmes in 2025-2026

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English)

3

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, French)

3

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, German)

3

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Italian)

3

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Russian)

3

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Spanish)

3

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Turkish)

3

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French)

3

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, German)

3

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Italian)

3

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Russian)

3

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Spanish)

3

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Turkish)

3

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German)

3

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Italian)

3

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Russian)

3

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Spanish)

3

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Turkish)

3

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Italian)

3

A

Master of Arts in Multilingual Communication: a combination of at least two languages

3

A

(main subject Dutch, Russian)		A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Spanish)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Turkish)	3	A
Master of Arts in Art History, Musicology and Theatre Studies	3	A

## Teaching languages

Dutch

## Keywords

Website creation, writing for the web, HTML, CSS, SEO

## Position of the course

The course's main goals are to teach students:

- how to perform an analysis of website goals and audiences; how to develop an effective macro structure and navigation structure;
- how to deal with the communicative demands of the WWW by writing specific, effective web texts or rewriting existing texts;
- how to use artificial intelligence critically, as a tool for writing for the web;
- the basics of HTML and CSS.

## Contents

The course website management covers the whole process of building a website, from the conceptual design, to the actual coding and writing of the web contents. Basically, three aspects can be discerned:

- Conceptual part: determine goals and target audience of the website; develop macro structure and navigation structure
- Communicative part: guidelines for efficient and effective website communication: language, style, structure
- Technical part: introduction to XHTML 1.0 or HTML5 and CSS; upload procedure and online website management.

## Initial competences

The student has basic computer skills: Windows (explorer), Office (Word)

## Final competences

- 1 Having a command of Dutch at professional native speaker level, with specific attention for the needs of screen reading [B.1.1; assessed].
- 2 Having knowledge and understanding of the contextual factors that influence writing for the web [B.1.6; assessed].
- 3 Having basic knowledge and understanding in the field of digital communication, with attention to a website's formal building blocks (HTML and CSS) and with attention to macrostructure and microstructure, navigation resources and search engine optimisation [B.1.7; assessed].
- 4 Editing texts, so that they become correct, stylistically adequate and readable [B.6.1; assessed].
- 5 Giving an oral presentation on a specific topic [B.6.3; not assessed].
- 6 Assessing the usefulness of computer applications for communication [B.6.6; not assessed]

## Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

## Conditions for exam contract

This course unit cannot be taken via an exam contract

## Teaching methods

Independent work

## Extra information on the teaching methods

Independent work

## Study material

Type: Slides

Name: Slides and exercises (online)  
Indicative price: Free or paid by faculty  
Optional: no  
Language : Dutch  
Available on Ufora : Yes

Type: Audiovisual Material

Name: Video lectures  
Indicative price: Free or paid by faculty  
Optional: no  
Language : Dutch  
Available on Ufora : Yes

**References**

- Hendrikx, W. (2012). Schrijven voor het beeldscherm. BIM Media
- <http://www.w3schools.com/>

**Course content-related study coaching**

Individual feedback on the exercises  
Students may solicit assistance or extra information during the seminars or during the teacher's consultation hours

**Assessment moments**

continuous assessment

**Examination methods in case of periodic assessment during the first examination period**

**Examination methods in case of periodic assessment during the second examination period**

**Examination methods in case of permanent assessment**

Assignment

**Possibilities of retake in case of permanent assessment**

not applicable

**Extra information on the examination methods**

- Assignment: the students develop a well-structured, professional website in Dutch about a topic of their own choice, taking into account the conceptual, communicative and technical guidelines offered in the course.
- report: The students describe their conceptual, communicative and technical choices in a brief report, as well as the problems they encountered and the solutions to overcome these problems.

**Calculation of the examination mark**

- Assignment: 80% of the end mark
- Report: 20% of the end mark

Students who do not take part in the assessment of one or more parts of the course evaluation cannot pass the course evaluation. Should the average mark be higher than 10/20, the final mark will be reduced to the highest non-pass mark (= 9/20).

**Facilities for Working Students**

Attendance is not required.  
Feedback can be given by e-mail or by appointment during office hours

**Addendum**

XWBM