

Course Information			
Course Title		Web Usability Studies	
Course Code		DIM005	
Syllabus Overview		By the end of this certificate course the student will know how to build user friendly websites.	
Syllabus			
1. Usability throughout the Design Process	5. Information Architecture	9. Designing Elements	
2. Target Audience and Target Platforms	6. Page Layout	10. Usability in Software Development	
3. User Needs Analysis	7. Envisioning Design	11. Pre-Launch and Post-Launch	
4. Task Analysis	8. Writing for the Web	12. Usability Evaluation	
Other Course Information			
Suitable For		All persons interested in Internet Marketing	
Academic level		Certificate	
Number of Modules		1	
Total number of credits		5	
Number of credits needed to obtain certificate		5	
Number of credits required for Advanced Certificate		30	
Number of credits required for Diploma		60	
Commencement		Within 30 days of registration (subject to course material availability).	
Duration	Slow Track	Part-Time (Standard)	Full Time
	12 weeks	6 weeks	3 weeks
Preparation, Study, Revision Hours Suggested per week	Slow Track	Part-Time (Standard)	Full Time
	7.5	15	30
Coursework hours suggested per week (standard track)	Slow Track	Part-Time (Standard)	Full Time
	5	10	20
Requirements (Academic)		Good command of English. Completed DIM004.	
Requirements (Other)		None	
Award Type		Certificate	
Award System / Assessment Methods		Topic Assignments	
Open Scope Assignments		Option Available	
Open Scope Research Projects		Option Available	
Course Fees		€300	
Textbooks and Learning Materials included in course fees		Yes	
Other Expenses		None	
Examination Certificate		Option Available	
Notes about the course		None	