

Coffeyville Community College

COURSE SYLLABUS

FOR

PRINCIPLES OF WEB PAGE DESIGN

COMP-195

INSTRUCTOR

MRS. DARLA THORNBURG
108 WEINBERG HALL

COURSE NUMBER:	COMP-195-01
COURSE TITLE:	Principles of Web Page Design
CREDIT HOURS:	Three (3)
INSTRUCTOR:	Mrs. Darla Thornburg
OFFICE LOCATION:	Room 108, Weinberg Hall
OFFICE HOURS:	Posted Outside Office Door
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REQUIRED TEXT:	1. <u>The Non-Designers Web Book</u> , Robin Williams and John Tollett, Peachpit Press, 2006.
COURSE DESCRIPTION:	Principles of Web Page Design is intended for those with some computer experience and includes practical hands-on project work. In this course, students learn the principles of the World Wide Web, learn to identify common problems in Web design, plan a Web site project, and have a practical understanding of how to build, update and publish a Web site using a visual editor and HTML. The course is hands-on and production-driven where students learn about web design and authoring through lectures, discussions, demonstrations, and through developing actual web pages.
EXPECTED LEARNER OUTCOMES:	Upon successful completion of this course the student will be able to: <ol style="list-style-type: none"> 1. Understand the basics of Web design. 2. Explore Web publishing. 3. Develop a design plan for a Web site. 4. Explore typography and graphics on the Web. 5. Utilize multimedia and interactivity on the Web. 6. Launch, test, maintain, and improve a Web site. 7. Demonstrate the basics of an image editing program. 8. Create images using an image editing program. 9. Demonstrate the basics of HTML. 10. Create a Web page using HTML. 11. Demonstrate the basics of a Visual Editor. 12. Create a Web page using a Visual Editor.

LEARNING TASKS AND ACTIVITIES:

A list of competencies for each unit is attached. These will be discussed in class and will comprise the material covered assignments and projects. Class time will include lecture of selected chapters from the text, demonstration of software, and student exercises. Students may need to spend additional time in the lab in order to complete exercises.

- An Introduction to the Environment and the Tools
- Web Publishing Fundamentals
- Planning a Successful Web Site
- Typography and Graphics
- Multimedia and Interactivity on the Web
- Testing, Publishing, Marketing and Maintaining a Web Site
- HTML
- Visual Editor

ASSESSMENT OF OUTCOMES:

Evaluation

The **grading scale** for the course will be:

A	100-90%
B	89-80%
C	79-70%
D	69-60%
F	59-0%

The final grade will be determined by averaging the grades of the following:

60%	Assignments
40%	Projects

Attendance

Attendance is of utmost importance in this course because the lectures and assignments will be completed in class at the computer. All students are expected to attend class.

Attendance will be taken at the beginning of the hour each class period. If you are not present when attendance is taken, you will be counted absent for the day.

It is the responsibility of the **student**, not the sponsor, to make definite arrangements with the instructor for makeup work **before** going on field trips or other College-sponsored events. College-sponsored events will be counted as excused absences provided students complete all necessary assignments as designated by the instructor. If you do not inform your instructor of your absence before you leave, then you will be counted absent. Excused absences are to include academic competition, judging team competition, music events, official athletic events, field trips, and other College-sponsored events as approved by the Vice President for Learning.

The following scale will be used to determine your attendance adjustment for your final grade:

Number of Absences	Percent Adjustment
0	+5%
1	+3%
2	+2%
3	+1%
4	-3%
5	-6%
6	-9%
7	MUST Withdraw from class.

Example:

If your grade average is 93% and you have 5 absences, then your final grade would be an 87%.

Grade Average	93%
5 Absences	-6%
Final Grade	87%

If your grade average is a 78% and you only have 1 absence, then your final grade would be an 81%.

Grade Average	78%
5 Absences	+3%
Final Grade	81%

Any student who has 7 unexcused absences must drop the class for excessive absences and non-participation in the class. It is the student's responsibility to take care of this procedure. The instructor will NOT complete this paperwork for you. *Please refer to "Withdrawal from Classes for Non-Attendance/Non-Participation" – page 21 of the College catalog.*

It is your choice to be in this class. If you choose to come to class, the instructor and fellow students demand your attention and respect. Cell phone usage, including text messaging, iPod usage, or usage of any other electronic device is not allowed in class. Any student who cannot meet these expectations will be asked to leave the classroom and will be counted absent for that day.

This attendance policy is subject to revision by the instructor with prior notice to the student.

Academic Honesty

Absolutely no tolerance!

Each student is expected to do his or her own work. Appropriate action will be taken on any student who is found borrowing another student's work; this may include receiving a failing grade, being dropped from the class or being placed on academic probation.

This syllabus is subject to revision with prior notice to the student by the instructor.

Principles of Web Page Design

UNDERSTAND THE BASICS OF WEB DESIGN

1. Define the Internet and the World Wide Web.
2. Describe how data moves from one computer to another over the Internet.
3. Differentiate between a Web page and a Web site.
4. Describe a home page and a splash page.
5. Locate and access information on the World Wide Web.
6. Discuss the public switched telephone network and its effect on Web design.
7. Describe an Internet service provider.
8. Identify Web design browser-related issues.
9. Describe the different Web page viewing devices available.
10. Identify the different types of Web sites.
11. Discuss the impact of the Internet and the Web.
12. Differentiate among the different types of Web sites.
13. Discuss methods for doing Web design research.
14. Describe the various tools for creating Web pages and Web sites.
15. Identify Web design roles.

EXPLORE WEB PUBLISHING

16. Explain the advantages of Web publishing.
17. Demonstrate timeliness in Web pages.
18. Compare Web publishing to print publishing.
19. Understand how to use basic design principles to create successful Web page and Web sites.
20. Understand the effect of balance and proximity of Web page elements.
21. Describe the importance of contrast and focus on a Web page.
22. Recognize the impact of unity within a Web site.
23. Explain and apply specific attributes for writing effective Web content.
24. Recognize the characteristics of easily read Web pages.
25. Apply the inverted pyramid style of writing.
26. Differentiate between paragraph format and chunked format.
27. Describe the impact of color on Web pages.
28. Differentiate among warm colors, complementary colors, and cool colors.
29. Understand RGB color.
30. Define the technical issues about which a Web designer should be aware.
31. Discuss the legal and ethical issues in Web site development.
32. Recognize that some visitors in Web sites have special needs.
33. Describe the resources needed to create a Web site.

DEVELOP A DESIGN PLAN FOR A WEB SITE

34. Develop the first four steps of the six-step design plan for a Web site.
35. Define a Web site's purpose.
36. Write a purpose statement for a Web site.
37. Identify the audience.
38. Determine the goals and needs of the audience.
39. Discuss common content elements.
40. Describe and apply methods for choosing content that will add value and further the objectives of a web site.
41. Explain repurposing content for Web usage.
42. Describe the content typically found on different types of Web sites.
43. Discuss the impact photographs can add to a Web site.
44. Explain the difference between multimedia and interactive multimedia.
45. Describe how animation can be utilized effectively.
46. Explain the difference between downloadable and streaming media.
47. Differentiate among Web site structures.
48. Understand the specific functions of Web pages.
49. Develop steps 5 and 6 of the six-step design plan for a Web site.
50. Discuss methods to organize information on Web pages effectively.
51. Establish a visual connection between a home page and secondary pages.
52. Describe the impact of a color scheme on Web site.
53. Identify the tool options for developing a consistent Web site layout.
54. Explain how to utilize a layout grid.
55. Describe the basic components of a table.
56. Discuss how tables can be used to create page templates.
57. Differentiate between absolute width and relative width.
58. Explain the advantages and disadvantages of style sheets.
59. Differentiate between external and internal style sheets.
60. Explain the advantages and disadvantages of frames.
61. Identify guidelines for creating a well-designed Web site navigation system.
62. Explain user-based and user-controlled navigation.
63. Differentiate between a relative URL and an absolute URL.
64. Describe the common types of navigation elements.

EXPLORE TYPOGRAPHY AND GRAPHICS ON THE WEB

65. Differentiate among the features that define type.
66. Explain and apply the basic principles of good typography on the Web.
67. Understand the Web variables that limit typographic control.
68. Employ strategies to overcome Web variables that limit typographical control.
69. Identify the Web-useable graphics file formats and explain the circumstances under which each should be utilized.
70. Identify sources of Web graphics.
71. Understand methods of obtaining and/or creating Web graphics.

72. Explain and apply the procedures to prepare graphics for the Web.
73. Understand and apply strategies for optimizing the size of Web graphics files.
74. Explain and apply strategies for optimizing the appearance of Web graphics.
75. Understand various types of graphics file compression.
76. Utilize typography and graphics tips and techniques.

UTILIZE MULTIMEDIA AND INTERACTIVITY ON THE WEB

77. Identify the guidelines for utilizing multimedia on a Web site.
78. Identify sources of multimedia for the Web.
79. Explain the purposes for which animation can be used.
80. Identify and explain the basic process for creating animations with the most widely used animation format for the Web.
81. Employ methods of optimizing animations for downloading.
82. Discuss the formats associated with downloadable and streaming audio and video.
83. Identify the advantages and disadvantage of downloadable media.
84. Describe the advantages and disadvantages of streaming media.
85. Identify sources of audio files for the Web.
86. Identify sources of video files for the Web.
87. Identify methods of file compression for Web-based multimedia.
88. Explain methods to optimize downloadable audio and video.
89. Describe elements that can add interactivity to Web pages.
90. Discuss the benefits of interactive Web pages.

LAUNCH, TEST, MAINTAIN, AND IMPROVE A WEB SITE

91. Explain the steps necessary to test a web site before publishing.
92. Identify the important questions to ask when group testing a Web site.
93. Understand the steps associated with acquiring server space.
94. Know the important questions to ask service providers.
95. Understand and apply the process involved to obtain a domain name.
96. Explain the function of the domain name system (DNS).
97. Understand and apply the steps to upload a Web site.
98. Identify sources to acquire an FTP application.
99. Utilize several different methods of uploading a Web site.
100. Explain the steps necessary to test a Web site after publishing.
101. Understand the relationship between marketing and high traffic volume.
102. Describe and apply Web-based marketing methods.
103. Describe and apply traditional marketing methods and advertising.
104. Understand the importance of regularly maintaining and updating a Web site.

105. Identify the specific aspects to address to maintain and update a Web site effectively.

DEMONSTRATE THE BASICS OF AN IMAGE EDITING PROGRAM

106. Learn how to use an Image editing menu bar, toolbars, and panels.
107. Create and edit graphics and photographs.
108. Use drawing tools to create shapes and lines.
109. Color objects using the Color Mixer and Tools panel.
110. Change fill, stroke, and effect attributes of objects and text.
111. Create a graphic using layers.
112. Export and optimize a file.

CREATE IMAGES USING AN IMAGE EDITING PROGRAM

113. Create images for the Web using an Image Editing program.

DEMONSTRATE THE BASICS OF HTML

114. Browse the Web.
115. Create an HTML document.
116. Create headings and paragraphs on a Web page.
117. Format the text on a Web page.
118. Insert and format horizontal rules on a Web page.
119. Use Anchor tags to create a hyperlink on a page to move to another Web site.
120. Use Anchor tags to create a hyperlink to move to a page within your Web site and to move to a specific point within a page.
121. Create a mailto link to send e-mail from a Web page.
122. Add images to a Web page and align text around images.
123. Add background colors and images to a Web page.
124. Create unordered, ordered, and definition lists to organize text on a Web page.
125. Use different types of bullets and create nested lists.
126. Create a table, set the border and width of a table, and add headings to a table.
127. Span cells across rows and columns, align a table and data in a cell, insert images and hyperlinks in a table, and add comments to the code of a page.
128. Create a nested table to organize the information on a page.
129. Create inline and embedded styles.
130. Create and use linked style sheets.
131. Use the cascading order of styles.

CREATE A WEB PAGE USING HTML

132. Create a Web page using HTML.

DEMONSTRATE THE BASICS OF A VISUAL EDITOR

133. Explore the Visual Editor's environment.
134. Identify the different view options.
135. Create a Web with a blank home page.
136. Add text to a page.
137. Add a new page.
138. Import an existing page to a Web.
139. Format a Web page to set paragraph styles and change alignment of text.
140. Add bulleted, numbered, and multilevel lists to a Web page.
141. Add and modify a marquee.
142. Add a hit counter to a Web page.
143. Set page margins.
144. Add and remove background images to a Web page.
145. Apply and change a theme to a Web.
146. Create a hyperlink.
147. Create and link to a bookmark.
148. Insert a hover button.
149. Test the links in Normal view.
150. Link to a page on the Internet and to an e-mail address.
151. Create a navigation structure and add and test navigation bars.
152. Test and update hyperlinks.
153. Add and modify a graphic to a Web page.
154. Add a graphic to a bulleted list
155. Add video to a Web page.
156. Use graphics as hyperlink
157. Add a hotspot to a graphic.
158. Insert a table.
159. Add graphics and text to a table.
160. Delete rows and columns on a table.
161. Improve the appearance of a table by changing the table and cell properties.
162. Create a frames page.
163. Add pages to the frameset grid.
164. Create links between the frames.
165. Modify frame properties and frame page properties.
166. Delete a frame.
167. Assign, view and sort tasks.
168. Examine the task history.
169. Check and correct spelling errors in a Web and use the find and replace feature.
170. Publish a Web.

CREATE A WEB PAGE USING A VISUAL EDITOR

171. Create a web page using a Visual Editor.