PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

WEB DESIGN & SITE BUILDING
OST 2803

Class Hours: 1.0 Credit Hours: 1.0
Laboratory Hours: 0.0 Date Revised: Fall 00

Catalog Course Description:
Web-page design and research skills are developed; building of a well-designed Web site is covered.

Entry Level Standards:
Students must have college-level writing skills.

Prerequisite:
OST 2802

Textbook(s) and Other Reference Materials Basic to the Course:
Four 3.5″ DS/HD (1.4Mb) disks. Although you will have storage space allocated on the network file server, these diskettes are necessary for backup and to transport files to other available microcomputers. It is not recommended that you store files for other courses (or whatever) on these disks.
The applications software we will be using are Windows 95 or higher, an Internet browser, HTML Pad, Paint Shop Pro, and a word processing program.
This course is delivered in traditional lecture format as well as over the World Wide Web (WWW). WWW section--Those taking the course from home and not physically attending class at PSTCC: Read Welcome page at http://pstcc.cc.tn.us/ost/2810wel.html for additional information on system and software requirements for course. WWW students can access the course materials and can log on to the course at through their Internet browser at http://pstcc.cc.tn.us/ost/2810.html

WEB SECTION: You must have or must purchase Windows 95 or higher, Netscape Navigator or MS Explorer, and a word processing program for this course. HTML Pad and Paint Shop Pro are provided on the CD which accompanies the textbook. Select the link for the 2810 Welcome Page to see the hardware and software requirements for taking this course at home.

I. Week/Unit/Topic Basis:

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<th>Week</th>
<th>Topic</th>
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<tr>
<td>1</td>
<td>Orientation and Getting Started (Units 1-2 of Ray Dummies text) Introduction to the World Wide Web and Internet; use of Internet correspondence tools; email; getting started with HTML and using the software needed in this course; accessing course materials and getting hardware/software/email set up.</td>
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Creating Web Documents (Units 3-4)
Basic HTML tags; using HTML tags for headings, paragraphs, emphasizing text, making lists, and horizontal rules.

Making Links and Anchors (Unit 5)
Linking HTML documents to other documents, to other WWW pages, and to specific places within documents.

Web Search and Web Page Design
Searching the WWW; using search tools for information, people, places, phone numbers; do's and don'ts of Web page design.

FTP--Transferring Pages to the Server
Using the file transfer protocol (FTP) utility to transfer files from your local disk to the server using (a) FTP through the browser (b) FTP through WS-FTP program.

Using Your Graphics Program (Paint Shop Pro) (Units 6-7)
Using graphics in HTML documents; developing graphics for HTML documents using Paint Shop Pro software.

Graphics in Documents (Unit 8)
Linking graphics; copying graphics and backgrounds from the WWW; scanning images; modifying images.

Imagemaps/Backgrounds/Colors (Units 9 and 12)
Creating image maps; setting background colors and background images; changing text and link color.

Cheap Thrills Project

Tables (Units 10)
Creating a basic table with borders, captions, and headings; using tables to align text and images; use table formatting attributes to determine alignment, cellspacing, cellpadding, table color, and border; using tables to create columns of text and sideheads; use of tables for advanced alignment of text; adding special characters; soliciting email feedback; special HTML tags; posting your page to the WWW.

Personal Home page Project.
Complete project.
Take HTML test (WWW section will take this in Testing Center.)

Personal Home page Project--complete HTML
Complete project.

Developing Forms (Unit 11)

Understanding and Using Style Sheets (Unit 13)
HTML test (WWW section will take this in Testing Center.)

Final Exam Period

II. Course Objectives:
A. Navigate the World Wide Web in order to use the Internet as a research tool. I, XII, XIII
B. Develop a Web site with links to other student-created pages. I, XII, XIII
C. Recognize good design in Web pages and use a critical mind when collecting information from the Internet. XII, XIII

D. Create style sheets and understand the future applications of dynamic HTML. I, III, XIII

*Roman numerals after course objectives reference goals of the OST program.

III. Instructional Processes*:

Students will:

1. Use technology to promote the objectives of this course; specifically, the Internet, Web documents, email, and word processing. Technological Literacy Outcome

2. Use technology to post pages to the Web. Technological Literacy Outcome; Active Learning Strategy

3. Use classroom research to investigate areas of interest for use in projects. Information Literacy Outcome

4. Use interactive learning through writing, listening, and speaking in the collaborative activities and classroom work. Communication Outcome, Active Learning Strategy

5. Use research activities to promote independent thinking. Problem Solving and Decision Making Outcome, Information Literacy Outcome

6. Use Web research activities to explore businesses, careers, and current events. Technological Literacy Outcome, Transitional Strategy

*Strategies and outcomes listed after instructional processes reference Pellissippi State’s goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

Upon successful completion of this course, the student should be able to:

1. Use Internet resources. A,B

2. Use correspondence tool: email. A

3. Find ideas and information using search engines. A

4. Find people using Netscape People search tool. A

5. Identify the elements that make up a well-designed web page. B

6. Research the Web to locate attractive, well-designed web pages. B

7. Use HTML to create web pages. B

8. Distinguish between poorly designed and well-designed web pages based on sound design criteria. B

9. Scan images and import them into web pages and documents. C (WWW section exempt)

11. Use the Internet to do research. F

12. Develop an individual Home page for yourself that gives others an idea of who you are and the skills you have. B,C,E


*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures: 40% of grade

Examinations (HTML tests)
This projects-oriented course explores the use of microcomputers as tools for communication. We will be using three basic tools: telecommunications, Web editing software, and image editing software. Graphics is an integral part of presentation via the WWW and in hard copy. Clip art libraries and scanned images will both be used to place graphics in documents. Image editing software will be used to manipulate the images. The course will include one group project.

B. Laboratory Expectations: 40% of grade

Weekly assignments

C. Field Work: 30% of grade

Personal Home page: 15%
Each person will create a Home page for himself. The page should include elements learned during the study of HTML and should be designed with taste based on discussions of good page design. The page should include at least two graphics and two links to other pages.
Home page for catalog: 15%
Each student will create a home page on a topic of interest to support the theme created in previous classes. The Home page should include at least one graphic, a background color, two hypertext links, and specified HTML codes.

D. Other Evaluation Methods:

N/A

E. Grading Scale:

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A & : 93-100 \\
B+ & : 90-92 \\
B & : 85-89 \\
C+ & : 80-84 \\
C & : 75-79 \\
D & : 70-74 \\
F & : 69 \text{ and below}
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VI. Policies:

A. Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled
instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Regular attendance is required to receive veteran's benefit pay. Instructors are required to report non-attendance of veterans to the Veterans Affairs Office which reports non-attendance to the Veterans Administration Regional Office. Payments are adjusted or canceled if attendance is not regular.
WWW section: There is no attendance policy penalty; zero-tolerance policy for late work on WWW class will be strictly enforced.

B. Academic Dishonesty:

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular Pellissippi State procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination or to assign an F in the course.

C. Other Policies:

Portfolio:
OST majors are required to purchase and start a professional portfolio in which they will collect examples of documents that they complete in OST 2006 (Word II), OST 2621 (Excel), OST 2600 (Access), OST 2120 (Keyboarding III), OST 2810 (Creating Web Pages), OST 2015 (Word/Excel/PowerPoint III), and OST 2300/2301 (Practicum). This portfolio will be submitted during the last semester at Pellissippi State, will be reviewed by the OST faculty, and will be used for job applications to present during job interviews.

Late work:
There is a liberal amount of time given for each project and assignment. Penalty for late work: A point will be deducted for each day late. Work will not be accepted after the 10th day after due date. Early turn in of work is welcomed.

Use of Facilities:
Students must have a valid PSTCC ID to be presented on demand to gain access to PSTCC facilities.