PROFESSIONAL WEB DEVELOPMENT TOOLS
WEB 2000

Class Hours: 3.0 Credit Hours: 3.0
Lab Hours: 0.0 Date Revised: Fall 03

NOTE: This course is not designed for transfer credit.

Catalog Course Description:

This course is designed to enhance skills and knowledge of the professional Web author by using cross-platform visual HTML editors for creating and managing Web sites and pages. The learner will use a variety of techniques, tools, and activities designed to develop pages for the commercial/professional Web developer standard. The learner will plan, design, develop, and test fully compliant Web pages which conform to the specification given.

Entry Level Standards:

Basic knowledge of Adobe Photoshop® and Layout Design

Prerequisites:

OST 2801, OST 2802, OST 2803; or CSIT 2645; or equivalent for WEB majors; no prerequisite for CGT majors

Textbook(s) and Other Reference Materials Basic to the Course:

- Macintosh PowerPC 300MHz /Pentium 3 300MHz or faster with 56K Modem and Internet Access
- Macromedia Studio MX
  Dreamweaver MX (Inside Macromedia) by Julia Pryor Belinski, M.Ed. Thomson Delmar Learning
  Fireworks MX (Inside Macromedia) by Daniel Car, Thomson Delmar Learning

The Dreamweaver MX studio software and books can be purchased from below links:
http://store.yahoo.com/needsoftware/academic-software-macromedia-studio-mx.html
http://www.macromedia.com/software/studio/
http://www.nextag.com/Books–mx_studioyz200000z15z44z1aczmainz5-htm

After enrolling for this course, go to WebCT under the topic Read This First you will find all the necessary information on how and when to use your accompanied CD entitled” Professional Web Development Tools 2000” containing all the lessons/lectures.

I. Week/Unit/Topic Basis:

Under the topic Lessons in the light green navigation bar section of the WebCT are the Weekly Topics that relate directly to each week topic that will be covered during that week. Use the CD to learn all the material for that particular week. Under the Lessons Topic You also find project assignments, homework, reading assignments and important deadlines. To ensure that students do not miss any deadline, all the important dates are included in the Calendar and Schedule Topic in the light green navigation bar section of the WebCT. Check these two places on a regular basis to prevent missing important information as well as important deadlines.
Each student will develop an actual Web site. This Web site project will be completed in sections. Approximately every two weeks a section of the final project is due and must be submitted to the instructor from WebCT navigation section/Projects for evaluation. Questions concerning the course may be addressed to the instructor via e-mail, telephone, or by visiting the instructor during office hours. The instructor’s office hour will be posted in the “Welcome to web 2000” thread under the discussion section of WebCT.

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
</table>
| 1    | – Integration of Fireworks into Dreamweaver  
      – Introduction of Fireworks Work Place  
      – Drawing Objects and Editing Objects  
      – Optimizing Graphics  
      – Slicing Images |
| 2    | – Exporting Sliced Objects  
      – Adding Interactivities to Slices  
      – Creating Buttons  
      – Understanding Rollovers |
| 3    | – Creating Disjointed Rollover  
      – Converting Firework Rollovers into Buttons  
      – Creating and Importing Documents  
      – Assigning URL Links to Rollovers |
| 4    | – Introduction to Dreamweaver Environment and Concept  
      – Dreamweaver and Other HTML Editors  
      – Dreamweaver Preferences  
      – Planning and Managing a Web Site  
      – HTML Overview |
| 5    | – Customizing Palettes  
      – Creating a New Web Site  
      – Working with the Site Window  
      – Setting Document Properties  
      – Importing an Existing Web Site |
| 6    | – Image Properties  
      – Inserting Images  
      – Creating Tables  
      – Table Width and Height  
      – Colorizing Tables |
| 7    | – Setting Table Properties  
      – Cell Padding and Spacing  
      – Merging Cells  
      – Splitting Cells |
| 8    | – Nesting Tables  
      – Importing Table Data  
      – Sorting Tables  
      – Formatting Tables |
| 9    | – Adding Text  
      – Formatting Text  
      – Formatting with HTML Style |
II. Course Objectives*:

A. Understand Web Technology and Web Authoring Environment using Dreamweaver and Fireworks. I, IV
B. Import Layouts and Web Elements from Fireworks to Dreamweaver. I, III, IV
C. Understand Web Layout Design and Integration of Graphic & Text Elements. II
D. Exhibit knowledge of Site Management Techniques. II, VI
E. Understand Hyperlinks vs. Anchor links and Image Maps. I, II
F. Address Compatibility Issues with Different Web Browsers and Different Computer Platforms. I, III
G. Deal with Formatting Text and Using CSS (Cascading style sheets). I, III

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

III. Instructional Processes*:

Students will:

1. Practice elements of the work ethic such as professionalism, preparedness, punctuality,
honesty, cooperation, dependability, contribution, effectiveness, and good manners.

**Personal Development Outcome, Transitional Strategy**

2. Participate in a project development team.  **Communication Outcome, Problem Solving and Decision Making Outcome, Transitional Strategy, Active Learning Strategy**

3. Use professionally accepted methods and materials in completion of projects.  **Technological Literacy Outcome, Transitional Strategy, Active Learning Strategy, Personal Development Outcome**

4. Use a variety of methods to present findings from research.  **Communication Outcome, Transitional Strategy, Active Learning Strategy, Information Literacy Outcome**

*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 Dreamweaver and Fireworks skillfully. A,B

2. Understand Dreamweaver and Fireworks Structure and Interface. A,B

3. Use Layers, Timeline, and Tables. A,G


5. Prepare Images for Web. E,F,G

6. Work with Dreamweaver and Fireworks Preferences. A,B

7. Develop a Functional and Aesthetic Web Site that is Platform Independent. F

8. Meet Deadlines. D

9. Participate in Online Group Discussions and Critiques. D

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

**V. Evaluation:**

A. Evaluation Procedures:

Students final grade for this course is based on 4 categories:

1. There are 13 weekly quizzes. The total grade for these quizzes will count as one grade.
2. The layout design for the student's selected site will be counted as one grade.
3. Turning assignments in via email will count as one grade.
4. Completing the assigned web site (Final Project) will count as one grade.

The students final grade will be determined by averaging the total of these 4 grades.

B. Grading Scale:

- A 90-100
- B+ 85-89
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 (excluding videotape and Web courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. (Pellissippi State Catalog)

Some exams are to be taken at the Testing Center at Pellissippi State. Policy requires that students have a photo ID to take a test in the Testing Center. Children are not allowed in the Testing Center. For location, hours, etc., refer to the Testing Center web site.

If a student is taking this course at a distance and cannot come to the Pellissippi State Testing Center, it is the student's responsibility to make arrangements for a proctored exam. Contact your instructor to discuss this matter.

B. Academic Dishonesty:

Students are expected to submit only work their own. Do not collaborate on work with other students unless it is a group project. Failure to observe these rules could result in the student receiving a failing grade or being dismissed from the class with a grade of F. 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. (Pellissippi State Catalog)

C. Other Policies:

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

Americans with Disabilities Policy:
If you require an accommodation in order to function effectively in this class, please contact the Director for Students with Disabilities by phone at 865-539-7153 or email asatkowiak@pstcc.cc.tn.us as soon as possible. Also contact me by phone at 865-yourphonenunder or email at yourusername@pstcc.cc.tn.us.

ADA Contact Information
Web site: http://www.pstcc.cc.tn.us/departments/title_iii/directory/ssa.htm

Hardware Requirements for This Course

IBM-type criteria:

Pentium Computer 300 MHz minimum (Pentium III/750 MHz preferred) processing speed
64 MB RAM (128 MB RAM preferred)
Monitor capable of at least 800 x 600 resolution
CD-ROM (DVD preferred) Drive
56 kbps modem with Internet access (high speed such as cable modem or DSL recommended, if possible)
Speakers and 16 bit sound card
Operating System: Windows 98 or higher

Macintosh criteria:

PowerPC minimum (G3/300 MHz preferred)
64 MB RAM (128 MB RAM preferred)
Monitor capable of at least 800 x 600 resolution
CD-ROM (DVD preferred)
56 kbps modem with Internet access (high speed such as cable modem or DSL recommended, if possible)
Speakers
Operating System: Macintosh 8.5.1 or higher (Mac OS 8.6 or higher preferred)