

PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

WEB DESIGN III -- SITE DESIGN
OST 2803

Class Hours: 1.0

Credit Hours: 1.0

Laboratory Hours: 0.0

**Date Revised: Spring
03**

NOTE: This course is not designed for transfer credit.

Catalog Course Description:

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

Entry Level Standards:

Ability to create graphics for the Web; ability to write HTML code to create Web pages; and college-level writing skills.

Prerequisites:

OST 2801 and OST 2802

Textbook(s) and Other Course Materials:

Kramer, Eric (2000). *HTML: Your Visual Blueprint for Designing Effective Web Pages*. Foster City, CA: IDG Books Worldwide, Inc.

Two-three 3.5" DS/HD (1.4Mb) disks. Using a ZIP disk is strongly recommended to keep all your work on one disk.

You will be creating a lot of files, many of which are image files which take up a lot of disk space. It is not recommended that you store files for other courses (or whatever) on these disks.

I. Week/Unit/Topic Basis:

Week	Topic
1	Web Search and Web Design Principles, Getting your Page Published (Chapter 16) Become more efficient when searching for information on the WWW. Learn to analyze Web sites using principles of Web design.
2	Developing Forms (Chapter 9) . Create online forms and test them on the PSTCC server.
3	Creating Frames and Using Style Sheets (Chapters 10 and 13) Develop frames and learn about style sheets. Analyze the effectiveness of each.
4	Style Sheets (cont) and Personal Home Page Project.

Each person will create a personal home page. 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, an image map, a table, meta tags, and two links to other pages.

5 Web Page Extras, Review, and Final Exam

II. Course Objectives*:

- A. Navigate the World Wide Web in order to use the Internet as a research tool. I, XII, XIII
- B. Development of 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 frames, style sheets and understand the future applications of dynamic HTML.

*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 research activities to promote independent thinking. *Problem Solving and Decision Making Outcome/Information Literacy Outcome*
- 5. Use Web research activities to explore businesses, careers, and current events. *Transitional Strategy*

*Strategies and outcomes listed after instructional processes reference Mississippi 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. Identify the elements that make up a well-designed web page. B
- 4. Use HTML to create web pages. B
- 5. Develop graphics for HTML documents using a graphics program. B
- 6. Link graphics in HTML documents. B

7. Use image maps in HTML documents. B
8. Use color and backgrounds to enhance HTML documents. B
9. Distinguish between well-designed graphics and poorly designed graphics used on Web pages. B
10. Save images and text from other HTML documents and use them in web pages. B,C
11. Locate clip art images and use them in documents and publications. C
12. Create images using a graphics program and use them in documents and publications. C
13. Work together as a group to learn to scan and modify images using the scanner and image editing software. C (WWW section exempt)
14. Scan images and import them into web pages and documents. C (WWW section exempt)
15. Create a personal web page combining text and graphics. B,C,E
16. Incorporate graphics for use in Web page. Graphics may be scanned in or imported as clip art. F
17. Post pages to Web. B,C,D,F

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

V. Evaluation:

A. Testing Procedures:

Final Exam: Theory/objective and Hands-on/application test to be taken in the Testing Center

B. Laboratory Expectations:

N/A

C. Field Work:

N/A

D. Other Evaluation Methods:

Other Evaluation Methods:

1. Weekly assignments.
2. Personal Home page.
3. Online Quizzes.

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 2801 (Creating Web Pages), 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.

E. Grading Scale:

The final grade will be determined on the basis of scores on assignments, projects, and tests

according to these standards:

- A...93-100
- B+..90-92
- B...85-89
- C+..80-84
- C...75-79
- D...70-74
- F...69 and below

VI. Policies:

A. Attendance Policy:

Pellissippi State Technical Community College expects students in traditional classes to attend all scheduled instructional activities. As a minimum, students in all traditional courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. For the traditional class meeting twice a week for five weeks, you are allowed a maximum of three absences during each five week period. [NOTE: No differentiation is noted for excused/unexcused absences. These will be treated as an absence.] Reference, PSTCC Catalog) WWW section: There is no attendance policy penalty; zero-tolerance policy for late work on WWW class will be strictly enforced.

Regular attendance in traditional classes 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: This policy does not apply to you. (Reference, PSTCC Catalog)

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. (Reference, PSTCC Catalog)

C. Other Policies:

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 7th day (one week) after due date. Early turn in of work is welcomed.

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

Resources that will be used:

The applications software we will be using are Windows 2000, MS Internet Explorer, Netscape, HTMLPad, and Paint Shop Pro.

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 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 WebCT.

Be sure to read the "Check your Specs" page to see the hardware/software requirements.