Class Hours: 3.0  Credit Hours: 3.0
Lab Hours: 0.0  Revised: Spring 08

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:

WEB 2001 and 2002 and 2003 or CSIT 2645 or equivalent for WEB majors; no prerequisite for CGT majors.

Textbook(s) and Other Course Materials:

Studio 8 can be purchased from the links below.

We will be using the VTC training CD entitled Dreamweaver 8 fundamentals. You are responsible for the subtle changes of the new version. Please visit Macromedia and learn about the new features of 8.


http://store.yahoo.com/needsoftware/c20603.html

You need to purchase a CD entitled "Macromedia Dreamweaver 8 Fundamentals" by calling VTC at 888-872-4623. You must give them my name and your educational discount number #A191411. This number will entitle you to a 50% discount on the original price of $99.95. To visit VTC for more information please click on the link below. VTC Training Tutorials on CD and Online

Textbooks:
Macromedia Dreamweaver 8 (training from the source by Khristine Annwn Page. Published by Macromedia Press. ISBN 0321336267
Macromedia Fireworks 8 (training from the source by Patti Schulze. Published by Macromedia Press. ISBN 0321335910
Both books can be purchased at:
Pellissippi State Bookstore
Peachpit.com
Macromedia
Note: We will use the textbook "Macromedia Fireworks 8" for the section on Fireworks and will use both the textbook "Macromedia Dreamweaver 8" and VTC CD-ROM;“Macromedia Dreamweaver 8 Fundamentals” for the Dreamweaver section.

I. Week/Unit/Topic Basis:

Under the topic Lessons in the light green navigation bar section of the WebCT you will find Weekly Topics that relates directly to each week topic that we will cover during that week. Under the Lessons Topic You also find project assignments, homework, reading assignments and important deadlines. To ensure that you do not miss any deadline, I have also included all the important dates in the Calendar and Schedule Topic in the light green navigation bar section of the WebCT. Make sure you 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 your final project is due and must be submitted to me 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. I will post my office hours on the course homepage.

Your instructor may choose to administer Elluminate sessions. These are live conference call type sessions. We will be able to communicate with each other via microphones and speakers. You will be able to view my desktop and watch how I design and code. I will send out more information on these sessions if I decide to administer them later during the course.

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
</table>
| 1    | What is good Design?  
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 |
II. Course Objectives*:

- Importing an Existing Web Site
  - Image Properties
  - Inserting Images
  - Creating Tables
  - Table Width and Height
  - Colorizing Tables
- Setting Table Properties
  - Cell Padding and Spacing
  - Merging Cells
  - Splitting Cells
- Nesting Tables
  - Importing Table Data
  - Sorting Tables
  - Formatting Tables
- Adding Text
  - Formatting Text
  - Formatting with HTML Style
- Introduction to Layers
  - Convert Layers to Tables and Tables to Layers
  - Introduction to Links
  - FTP and E-mail Links
  - Creating Anchors
- Introduction to Forms
  - Forms with CGIs
  - Advanced Images
  - Working with HTML files
  - Creating Dreamweaver Rollovers
- Creating and Using Server Side Includes
  - Introduction to Behaviors
  - Using Libraries
- Introduction to Templates and Dynamic HTML
  - Creating and Using Templates
  - Creating Timeline Animations
- History Pallets and Commands
  - Converting History Steps into Commands
  - Uploading and Downloading
  - Check In and Check Out
- Final Exam Period
  - Checking the Download Time
  - Using Dreamweaver Behavior to Check for Plug-ins
  - Connecting to a Web server
  - Web Site Integration and Testing
  - Discussion Forum Online Critique of Web Site Projects by Students
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. *Transitional Strategy, Active Learning Strategy*

2. Participate in a project development team. *Communication 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*

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

*Strategies and outcomes listed after instructional processes reference TBR’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:

1. There are 11 weekly quizzes (your lowest quiz grade will be dropped). The total grade for these quizzes will count as one grade.
2. The layout design for your 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.

Point breakdown
10 assignments with a total point value of 650
8 @ 50 points = 400 pts
1 @ 100 points - Layout and design = 100 pts
1 @ 150 points - Final site = 150 pts
10 quizzes @ 25 points = 250 pts
1 Final exam @ 100 pts

Total points = 1000

B. Grading Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90-100</td>
</tr>
<tr>
<td>B+</td>
<td>85-89</td>
</tr>
<tr>
<td>B</td>
<td>80-84</td>
</tr>
<tr>
<td>C+</td>
<td>75-79</td>
</tr>
<tr>
<td>C</td>
<td>70-74</td>
</tr>
<tr>
<td>D</td>
<td>65-69</td>
</tr>
<tr>
<td>F</td>
<td>64 and below</td>
</tr>
</tbody>
</table>

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)

B. Academic Dishonesty:

You are expected to submit only work that you do yourself. Do not collaborate on work with other students unless you are given a group project. Failure to observe these rules could result in you 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. Accommodations for disabilities:

If you need accommodations because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please inform the instructor immediately. Please see the instructor privately after class or in his/her office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127 or 131 or by phone: 694-6751(Voice/TTY) or 539-7153.

D. Other Policies:

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

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.

Hardware Requirements for This Course

IBM-type criteria:

Hardware:

1. Intel Pentium 4, Intel Centrino, Intel Xeon, or Intel Core Duo (or compatible) processor.
2. Microsoft Windows XP with Service Pack 2 or Windows Vista Home Premium, Business, Ultimate or Enterprise (certified for 32-bit editions)
3. 1 GB of RAM
4. 5 GB of available hard-disk space
5. 1024 x 768 monitor resolution with 16-bit video card
6. CD-ROM drive (DVD preferred)
7. High-speed Internet connection such as cable modem or DSL recommended, if possible
8. Speakers

Software:

1. Internet Explorer 6.0 (or higher) with Outlook Express
4. OPTIONAL: Netscape 7.0 (full installation)

Macintosh criteria:

Hardware:

1. PowerPC G4 or G5 or multicore Intel processor
2. Mac OS X v.10.4.8
3. 1 GB of RAM
4. 7 GB of available hard-disk space
5. 1024 x 768 monitor resolution with 16-bit video card
6. CD-ROM (DVD preferred)
7. High-speed Internet connection such as cable modem or DSL recommended, if possible
8. Speakers

Software:

1. QuickTime 7.0.4 or better

FOR CIW Courses: CD-ROM. Each coursebook includes a supplemental CD-ROM with files that are referenced and used in the course. The labs will refer you to the CD and you will access these and use the files in the course.