WEB DESIGN I: INTRODUCTION TO WEB TECHNOLOGY
WEB 1600

Class Hours: 3.0  Credit Hours: 3.0
Laboratory Hours: 0.0  Revised: Spring 2011

Catalog Course Description:

This course introduces the student to hypertext markup language (HTML), the language of the Web. Students produce and publish basic Web sites using HTML/XHTML/cascading style sheets (CSS), forms and tables. Students learn to use a scanner and graphics program to develop graphics for use in Web pages. Internet browsers and software used to produce Web pages and to post the pages to the Web are discussed. Web page design and research skills are developed. Building of a well-designed Web site is covered.

Entry Level Standards:

Students should be proficient in use of the Windows environment and should have basic word processing and file management skills (creating documents, editing, using spell-check, move/copy; saving, copying, renaming, and deleting files).

Prerequisites:

ADMN 1100 or equivalent

Textbook(s) and Other Course Materials:


I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2</td>
<td>Tutorial 1: Creating and formatting pages with XHTML</td>
</tr>
<tr>
<td>3</td>
<td>Tutorial 2: Linking and uploading to the web (includes image map)</td>
</tr>
<tr>
<td>4</td>
<td>Using online image editors</td>
</tr>
<tr>
<td>5</td>
<td>Project due</td>
</tr>
<tr>
<td>6-7</td>
<td>Tutorial 3: CSS Intro to style sheets for formatting</td>
</tr>
<tr>
<td>8-9</td>
<td>Tutorial 4: CSS class selectors</td>
</tr>
<tr>
<td>10</td>
<td>Project due</td>
</tr>
</tbody>
</table>
II. Course Goals*:

The course will:

A. Guide students to use the Internet as a tool for gathering information. (I)
B. Expand understanding of basic principles of Web documents. (I)
C. Enhance the student’s knowledge of the (X)HTML language. (I, II)
D. Guide students to develop pages that link to other Web pages and other Web sites. (I, II)
E. Expand the ability to create and use graphic images and combine them with text files to create publications on the Internet. (I, II, III, IV)
F. Guide students to understand Web site development following good design principles. (I, II, III, IV)

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

III. Expected Student Learning Outcomes*:

The student will be able to:

1. Use Internet resources. (A,B)
2. Identify the elements that make up a well-designed web page. (B)
3. Use (X)HTML to create Web pages. (B, C, D)
4. Use tag text elements, including headings, paragraphs, and lists in Web page.(C,D)
5. Create hypertext links in Web page.(C,E)
6. Develop graphics for (X)HTML documents using a graphics program. (E)
7. Link graphics in (X)HTML documents. (B, E)
8. Use image maps in (X)HTML documents. (B, C, E)
9. Use color and backgrounds to enhance (X)HTML documents. (B, C, E)
10. Distinguish between well-designed graphics and poorly designed graphics used on Web pages. (F)
11. Locate clip art images and use them in documents and publications. (A, B, C, D, E)
12. Create images using an online graphics program and use them in documents and publications. (E)

13. Create a personal/professional web page combining text and graphics. (C, D, E, F)

14. Develop Cascading Style Sheets to format web site. (B, C)

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

IV. Evaluation:

A. Testing Procedures:
   
   Quizzes, Midterm Exam, and Final Exam

B. Laboratory Expectations:
   
   Not applicable

C. Field Work:
   
   Not applicable

D. Other Evaluation Methods:
   
   - Weekly assignments.
   - Projects

E. Grading Scale:
   
   The final grade will be determined on the basis of scores on assignments, quizzes, and final project according to these standards:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>89.5-100</td>
</tr>
<tr>
<td>B+</td>
<td>86.5-89.4</td>
</tr>
<tr>
<td>B</td>
<td>79.5-86.4</td>
</tr>
<tr>
<td>C+</td>
<td>76.5-79.4</td>
</tr>
<tr>
<td>C</td>
<td>69.5-76.4</td>
</tr>
<tr>
<td>D</td>
<td>59.5-69.4</td>
</tr>
<tr>
<td>F</td>
<td>59.4 and below</td>
</tr>
</tbody>
</table>

V. Policies:

A. Attendance Policy:

   Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of the Learning Division, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of the Learning Division.
B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

• Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
• Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
• Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one’s own work.
• Taking an exam for another student.
• Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
• Any of the above occurring within the Web or distance learning environment.

C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his 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, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at www.pstcc.edu/departments/swd/.

D. Other Policies:

Late work:
Penalty for late work - 20% of grade lowered per day late. Early turn in of work is welcomed.

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

Resources that will be used: Applications software used will include Windows, Internet Explorer and/or Firefox, HTML editors (free or purchased) and free online graphics programs. This course is delivered in traditional lecture format as well as online.