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 consent of program coordinator

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</td>
<td>Orientation and Getting Started--Introduction to PSCC's online course delivery software, getting started with HTML and using the software needed in this course, accessing course materials.</td>
</tr>
<tr>
<td>2</td>
<td>Using HTML to Create Web Pages--HTML tags for creating a simple web page including basic structure tags such as DOCTYPE, html, head and body elements, headings, paragraphs, emphasizing text, making lists, and adding images.</td>
</tr>
<tr>
<td>3</td>
<td>Creating Links--Understanding communications technology, creating links using the anchor element, linking to internal and external web documents to specific sections within documents, creating ids and email links. Using a file transfer protocol (FTP) utility to transfer files from a local disk to the Web server.</td>
</tr>
<tr>
<td>4</td>
<td>Creating Links Continued--Creating thumbnail links and image maps.</td>
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</tbody>
</table>
Introducing Cascading Style Sheets--Learning to create style sheets for consistency and uniformity in formatting and layout, including how to define a style rule, creating style rules for text color, background color and link elements. Learn how to implement inline, external and internal style sheets.

Introducing Cascading Style Sheets Continued--Learn to create CSS rules for font families and various text effects. Learn how to validate an HTML file and work through validation reports.

Formatting Text and Links--Learn how to align images with text, change the appearance of lists, use group and descendant selectors and style a navigation bar using the nav element.

Working with the Box Model--Understand and work with the box model including padding and margin, border, float and clear properties. Understand and work with background properties, learn how to resolve style conflicts and link to an external style sheet.

Creating Fixed-Width Layouts--Understand web page layouts and learn how to create a two-column and three-column fixed layout.

Creating Liquid Layouts--Learn how to create a two-column and three-column liquid layout.

Creating Data Tables--Learn how to create a table to display and organize data including use of CSS to style tables.

Creating Forms--Learn how data is collected and processed. Learn how to create a basic form using different types of input methods and form controls. Learn to use CSS to style form controls.

Final Project--Create a two-page website using HTML elements as learned in first 12 weeks of class.

Final Project Due

Multimedia and Accessibility--Understanding plug-ins and players including adding multimedia to web pages. Learn to use image editing software to enhance and edit images.

II. Course Goals*:

The course will:

A. Explore the structure of the World Wide Web. (I, XII, XIII)
B. Navigate the World Wide Web in order to use the Internet as a tool for gathering information. (I, XII, XIII)
C. Learn the basic principles of Web documents. (I, XII, XIII)
D. Get to know the HTML language. (I, XII, XIII)
E. Develop pages that link to other Web pages and other Web sites. (I, XII, XIII)
F. Upload pages to the Internet (I, XII, XIII)
G. Create and use graphic images in Web documents. (I, III, XIII)
H. Combine graphic files and text files to create publications on the Internet. (I, III, XIII)
I. Create and use image maps in Web documents. (I, III, XIII)
J. Development of a Web site. (I, XII, XIII)
K. Recognize good design in Web pages and use a critical mind when collecting information from the Internet. (XII, XIII)
L. Create style sheets and understand the future applications of dynamic content. (I, XII, XIII)

*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. 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, C,D)
5. View HTML documents in a Web browser. (C,D)
6. Use tag text elements, including headings, paragraphs, and lists in Web page. (C,D)
7. Insert character tags in Web page. (C,D)
8. Insert horizontal lines in Web page. (C,D)
9. Add hypertext links in Web page. (C,E)
10. Preview the use of style sheets. (D)
11. Develop graphics for HTML documents using a graphics program. (B)
12. Link graphics in HTML documents. (B)
13. Use image maps in HTML documents. (B)
14. Use color and backgrounds to enhance HTML documents. (B)
15. Distinguish between well-designed graphics and poorly designed graphics used on Web pages. (B)
16. Save images and text from other HTML documents and use them in web pages. (B,C)
17. Locate clip art images and use them in documents and publications. (C)
18. Create images using a graphics program and use them in documents and publications. (C)
19. Work together as a group to learn to scan and modify images using the scanner and image
20. Scan images and import them into web pages and documents. (C) (WWW section exempt)

21. Create a personal/professional web page combining text and graphics. (B,C,E)

22. Incorporate graphics for use in Web page. Graphics may be scanned in or imported as clip art. (F)

23. Post pages to Web. (B,C,D,F)

* 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, online quizzes taken through PSCC’s online course delivery system and threaded discussions

E. Grading Scale:

   The final grade will be determined on the basis of scores on assignments, quizzes, and final project according to these standards:
   
   A    89.5-100
   B+   86.5-89.4
   B    79.5-86.4
   C+   76.5-79.4
   C    69.5-76.4
   D    59.5-69.4
   F    59.4 and below

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
Academic Affairs, 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 Academic Affairs.

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.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

C. Accommodations for disabilities:

Students that 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 sending email to disabilityservices@pstcc.edu, or visiting Goins 127, 132, 134, 135, 131. More information is available at http://www.pstcc.edu/sswd/.

D. Other Policies:

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, Safari, HTML editors (free or purchased) and free online graphics programs.