

Pellissippi State Community College
Master Syllabus

WEB DESIGN III: ADVANCED SITE DESIGN
WEB 2812

Class Hours: 3.0
Laboratory Hours: 0.0

Credit Hours: 3.0
Revised: Fall 2016

Catalog Course Description:

This problems-oriented course teaches the use of dynamic graphics elements to enhance Web pages and sites. Advanced concepts in page layout and site optimization are studied, with emphasis on principles used to craft dynamic Web pages that get noticed. Exercises and projects allow students to apply the principles of Web design to their own sites, which are created in the course.

Prerequisite(s):

CITC 2375 or MDT 2100 and WEB 1600 and WEB 2010 or consent of program coordinator

Textbooks(s) and Other Course Materials:

1. CSS: The Missing Manual, 4th edition by David Sawyer McFarland, Pogue Press O'Reilly, 2015, ISBN-13: 978-1491918050
2. Supplementary Materials: Student should have USB/Flash Storage Media, CDs, or DVDs available for saving and external back-up of work.

Software for This Course: HTML code editor - HTMLpad, TextEdit, etc. Photoshop or similar professional-level photo editing program, SFTP secure file transfer protocol (download and installation instructions for Filezilla and FUGU in course), WinZIP, Internet Explorer, Opera, Mozilla Firefox, Safari, Chrome

I. Week/Unit/Topic Basis:

<u>Week</u>	<u>Topic</u>
1	Rethinking HTML for CSS
2	Creating Styles and Style Sheets.
3	Selectors: Identifying What to Style.
4	Style Inheritance
5	Managing Multiple Styles: The Cascade.
6	Formatting Text
7	Margins, Padding and Borders.
8	Adding Graphics to Web Pages.
9	Site Navigation.
10	Formatting Tables and Forms.
11	CSS Layout.
12	Building Float-Based Layouts.
13	Positioning Elements on a Web Page.

14 CSS for the Printed Page.
15 Final Exam Period

II. Course Goals*:

The course will:

- A. Explore the variable factors that affect web design. I,II,III
- B. Develop web pages that focus on both the user's needs and the information requirements of content while producing a site that is easy to navigate and quick to download. I, II, II, IV, V, VI Insert text here...
- C. Create, scan, save, and use graphic images in web documents. I,II,III
- D. Use HTML tables to create page templates to provide control over how page content displays. I,II,II,IV,V,VI
- E. Use Cascading Style Sheets to manipulate text properties to achieve professional, effective results with quick download time. I,II,II,IV,V,VI
- F. Use color, text, and graphics judiciously to communicate and guide the reader through a site and test the sites in a variety of browsers and at different ranges of connection speeds. I,II,II,IV,V,VI
- G. Explore the advantages and disadvantages of designing web pages with frames. I,II,II,IV,V,VI
- H. Use forms to collect data. I,II,II,IV,V,VI
- I. Transfer files to the web server from the local computer and update the site as needed. I,II,II,IV,V,VI

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

III. Expected Student Learning Outcomes*:

Students will:

1. Describe the current state and design limitations of HTML. A
2. Learn how XML and XHTML could transform the future of the web. A
3. Describe how web browsers affect the way users view web sites. A
4. Decide if you should use an HTML editor to create markup code. A
5. Identify the elements that make up a well-designed web page. B
6. Research the Web to locate attractive, well-designed web pages. B
7. Describe how screen resolution and connection speed affect the user's browsing experience. B
8. Clear the cache when testing your site. B
9. Describe how web pages are delivered via the Internet and stored on a user's computer. B
10. Use image maps in HTML documents. B
11. Create a site specification document. B
12. Identify a content goal. B
13. Create a user-focused site by analyzing the audience. B
14. Consider the different roles and talents necessary to build a web site. B
15. Create naming conventions for site files. B
16. Build a relative file structure that is portable to different web servers. B
17. Understand navigation principles. A,B

18. Build navigation schemes that meet users' needs. B,C
19. Use hypertext linking creatively. A,B
20. Use the Internet to do research. F
21. Use graphical for navigation and linking. A,B
22. Understand how tables can enhance the display of content. A,C
23. Use HTML table elements and attributes to customize page templates. A,C
24. Learn how to take a page design concept to HTML code. A,C
25. Recognize basic page templates. A,C
26. Understand principles for type design on a web site. A,E
27. Understand why you should use Cascading Style Sheet (CSS) instead of the element. A,E
28. Create style rules using the CSS language. A,E
29. Selectively apply CSS style rules. A,E
30. Specify CSS font properties and block-level space values. A,E
31. Build and apply style classes. A,E
32. Understand the differences between the web-based image file formats: GIF, JPG, and PNG. A,F
33. Know which type of file format to use for which type of image. A,F
34. Understand the basics of computer color. A,F
35. Use hexadecimal color values to add color to pages. A,F
36. Use the element and attributes to display images effectively. A,F
37. Understand the benefits and drawbacks of frames. A,G
38. Understand and use frames syntax. A,G
39. Understand and use frame targeting and special targeting names. A,G
40. Design framesets that accommodate different screen resolutions. A,G
41. Design forms to collect information. A,F
42. Understand the features of Internet Service Providers and what to look for when choosing one. A,I
43. Use the File Transfer Protocol (FTP) to transfer files to and from the website. A,I
44. Plan for usability testing and user feedback. A,I
45. Plan for ongoing site maintenance and updates. A,I
46. Use a variety of ways to enhance search engine listings of web site. A,I

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

IV. Evaluation:

A. Testing Procedures:

N/A

B. Laboratory Expectations:

N/A

C. Field Work:

N/A

D. Other Evaluation Methods:

Assignments/Hands-on Exercises: 40% of grade

Students will complete tutorial exercises demonstrating skills for developing web pages. The tutorials will be completed in the course of reading and working through the textbook, and files will be uploaded weekly to a student directory on a web server and to an online dropbox utility..

Projects: 55% of grade.

Students will be assigned a website project in two broad-based phases involving the manipulation of digital graphics and formatting of web pages using CSS with HTML. Students will plan and develop a website meeting client specifications and use Photoshop, ImageReady and Dreamweaver to create assets and structure for the site.

Online Communication Tools: 5 % of grade.

Students will use email and discussion in the online course to communicate with instructor and with each other.

E. Grading Scale:

A	90-100
B+	85-89
B	80-84
C+	75-79
C	70-74
D	60-69
F	0-59

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 Disability Services (DS) in order to receive accommodations in this course. [Disability Services](#) (<http://www.pstcc.edu/sswd/>) may be contacted via [email](#) or by visiting Alexander 130.