

Pellissippi State Community College  
Master Syllabus

**WEB DESIGN II – DESIGN FUNDAMENTALS  
WEB 2010**

**Class Hours: 3.0**  
**Laboratory Hours: 0.0**

**Credit Hours: 3.0**  
**Revised: Fall 2016**

**Catalog Course Description:**

This course teaches hands-on skills and knowledge that Web design professionals are expected to understand. Students learn how to apply good design principles as they develop and publish websites. General topics include website development essentials (such as the development process, customer expectations, and ethical and legal issues), Web design elements (such as the site user's experience, navigation, usability and accessibility, image files, graphical user interface site development software, and site publishing and maintenance), Web design principles and aesthetics, and advanced Web technologies (such as client-side and server-side technologies and Web databases).

**Prerequisite(s):**

WEB 1600

**Textbooks(s) and Other Course Materials:**

1. Felke-Morris, Terry. (2016). Web Development and Design Foundations with HTML5, Eighth Edition. Boston: Pearson Education. **ISBN-10: 0-13-432275-4**.
2. Supplementary Materials (software): Adobe Dreamweaver CC is referenced in the course. Purchasing it is optional. A free 30-day trial is available at [Adobe Creative Cloud](#) and instructional videos will be available in the course content.

**I. Week/Unit/Topic Basis:**

<b>Week</b>	<b>Chapter</b>	<b>Topic</b>
1	1-2	Brief Introduction to Terms and Concepts Related to the Internet and the Web with which Web Developers Need to be Familiar. Introduction to HTML5.
2	3	Configuring Color and Text with CSS
3	4	Visual Elements and Graphics.
4	5	Web Design Practices and Accessibility.
5	6	Page Layout.
6	7	More on Links, Layout, and Mobile
7	8	Tables and CSS Configuration.
8	9	Forms.
9	10	Web Development.
10	11	Web Multimedia and Interactivity.
11	12	E-Commerce Overview.

12	13	Web Promotion/ SEO.
13	14	A Brief Look at JavaScript and jQuery
14		Final Project.
15		Final Exam

## **II. Course Goals\*:**

The course will:

- A. Learn to use the Internet and its wide array of useful resources. (I,II,III)
- B. Use key Internet technologies, such as Web browsers, e-mail, newsgroups, File Transfer Protocol (FTP), and search engines. (II,III,VI)
- C. Use a variety of Web-based search engines to conduct advanced searches and learn the basics of electronic commerce and security issues. (III,VI)
- D. Create simple Web pages containing text, graphics, hyperlinks, and forms. (I, II, III).
- E. Learn to use Cascading Style Sheets (CSS) and study the basics of Extensible Hypertext Markup Language (XHTML), JavaScript, Dynamic HTML (DHTML), and the Document Object Model (DOM). (I, II, III, IV, V).
- F. Learn fundamental networking concepts and practices. (V, VI).
- G. Explain and apply layout elements for a web site. (II, III).
- H. Explain why navigation is critical and describe how browsers control navigation. (I,III)
- I. Explain the function of graphics in your web site. (I,II,IV)
- J. Apply Web design principles. (II,III)
- K. Add metadata to an HTML document. (I,II,III)
- L. Edit graphics and screen captures. (IV)
- M. Describe how JavaScript differs from HTML, Java, and Java applets. (I)
- N. Describe server-side technologies used to create dynamic content for web pages. (V,VI)
- O. Describe the anatomy of databases and define query types. (I)

\*Roman numerals after course objectives reference goals of the Media Technologies program.

## **III. Expected Student Learning Outcomes\*:**

Students will:

- 1. Describe how the client/server model functions on the Internet. (A)
- 2. View Web page source code. (B, E).
- 3. Access and download files using File Transfer Protocol (FTP). (A, B).
- 4. Describe the purpose of plug-ins and identify plug-ins and viewers, (A, C, E).
- 5. Identify various file formats, such as MPEG, MP3, MOV, AIFF, AU, WAV, AVI, EPS, TIFF, and RTF. (A, D, E, H, I).
- 6. Incorporate image files as stand-alone graphics into web pages, use the Web-safe color palette, and create backgrounds with color and tiled images. (D, F, J, L).
- 7. Create hyperlinks for text and images and link to local files, remote sites, and internal anchors within the same file. (F, H, J).
- 8. Use color and fonts to convey a company's culture and industry and identify colors in numeric formats. (A, J)
- 9. Define color depth and resolution. (B, J)
- 10. Define the HTML standard and identify the differences in HTML versions. (E,G, K)
- 11. Identify web accessibility issues and solutions. (E, G, L).
- 12. Use CSS for page structure. (E, G, L)

13. Use the META tag and its attributes to influence search engine results.(E,G, K)
14. Create and link to an external style sheet. (E,G)
15. Define and apply web design principles.(B,G, L)
16. Define programming concepts such as objects, properties, and methods. (B,G)
17. Identify ways in which JavaScript differs from HTML, Java applets, and Java. (B,G, M)
18. Define cookies and describe the ways in which they can be used to enhance a web site.(A,B,C,G, M, N)
19. Publish a web site. (A,B,C,G, L, M, N)

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

#### **IV. Evaluation:**

A. Testing Procedures: -30% of grade

Students will be given a series of cumulative theory exams during the semester and a final exam over course content at the end of the semester. Quizzes, Midterm Exam, and Final Exam

B. Laboratory Expectations:

N/A

C. Field Work:

N/A

D. Other Evaluation Methods:

Projects/Assignments: 60% of grade. The projects and/or assignments will be uploaded to the web server space.

Online Communication Tools: 10% of grade. Students will use email and course discussion board to communicate with the instructor and with each other.

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 may be contacted by sending email to [disabilityservices@pstcc.edu](mailto:disabilityservices@pstcc.edu), or by visiting Alexander 130. More information is available at [PSCC Disability Services](#).