

SYLLABUS

DIVISION: Business and Engineering Technology
CURRICULA IN WHICH COURSE IS TAUGHT:
COURSE NUMBER AND TITLE:
CREDIT HOURS: 3

REVISED: Spring, 2014
 IST, Information Systems Technology
ITD 110 – Web Page Design I
CONTACT HOURS: 3. LEC: 3, LAB: 0

I. CATALOG DESCRIPTION: Stresses a working knowledge of Web site designs, construction, and management using HTML or XHTML. Course content includes headings, lists, links, images, image maps, table, frames, forms, and CSS. Lecture: 3 hours. Total 3 hours per week.

II. RELATIONSHIP OF THE COURSE TO CURRICULA OBJECTIVES: ITD 110 will address the following IST program outcomes:

- Implement Information Technology skills required by software applications.
- Apply methodologies to stay current in IT offerings, trends, and certifications.
- Apply analytical and problem solving skills for computer system designs, planning, and support.
- Design, code, test, debug, and document software needed for computer system implementation and maintenance.
- Apply current IT industry standards, protocols, and techniques.

III. REQUIRED BACKGROUND: Recommended prerequisite is ITE 115.

IV. COURSE CONTENT:

- Getting started with HTML and CSS
- Formatting text
- Creating Hypertext links
- Using Color and Graphics
- Using CSS for page layout and formatting page elements
- Working with HTML forms
- Internet tools
- Site management topics such as SEO

V. THE FOLLOWING GENERAL EDUCATION OBJECTIVES WILL BE ADDRESSED IN THIS COURSE.

- Communication
- Cultural and Social Understanding
- Personal Development
- Scientific Reasoning

- Critical Thinking
- Information Literacy
- Quantitative Reasoning

VI. LEARNER OUTCOMES	VII. EVALUATION
Getting Started with HTML <ul style="list-style-type: none"> • Understand the history of the WWW and HTML • Use basic HTML and CSS syntax correctly • Create headers, paragraphs and lists • Display document in Web browsers 	<ul style="list-style-type: none"> • Online discussions: Web Page Design, Site topics • Create and post web pages organized as a complete site via ftp

<p>Formatting Text</p> <ul style="list-style-type: none"> • Use CSS to change font size, color and face • Use CSS to format text, background, and link colors • Use CSS, color names and values in specifying formats 	<ul style="list-style-type: none"> • Lab exercises exploring a variety of text formatting methods using CSS • Learn to load files on server via FTP
<p>Creating Hypertext Links</p> <ul style="list-style-type: none"> • Understand relative and absolute pathing • Link to a document in the same directory • Link to a URL • Link to a section of a document • Link to an image 	<ul style="list-style-type: none"> • Web site structure will be presented in course notes • Exercises will explore the various methods for creating hyperlinks • Exercises pertaining to site navigation as a part of hypertext linking
<p>Working with Graphics</p> <ul style="list-style-type: none"> • Demonstrate use of GIF, PNG and JPG files • Understand image properties and attributes as they relate to alignment, image size, spacing, ALT tags and borders • Create image map hotspots on client side image maps. 	<ul style="list-style-type: none"> • Online discussions • Lab exercises covering incorporating graphics into a Web page • Guided tutorial involving simple graphics program such as Picasso to create and edit images for the web
<p>Using CSS for layout</p> <ul style="list-style-type: none"> • Demonstrate an understanding of how CSS affects content layout. • Effectively use CSS to create a page layout • Demonstrate the ability to make divs span rows or columns • Identify the tags required to create a CSS layout • Demonstrate the ability to define div and style attributes • Demonstrate the ability to use div and style attributes in page layout 	<ul style="list-style-type: none"> • Exercises including guided tutorials covering CSS layout, and style attributes
<p>Working with HTML Forms</p> <ul style="list-style-type: none"> • Identify the tags required to create a form • Create pages containing working forms • Understanding difference between server-side and client-side form handling • Use Web-based form handling site for server-side form handling 	<ul style="list-style-type: none"> • Exercises including guided tutorials covering html form design • Exercises including guided tutorials using a third party form-handler
<p>Preparing a site for publication and SEO</p> <ul style="list-style-type: none"> • Validating HTML and CSS code • Using meta-tags and other options for Search Engine Optimization • Locating third party site hosts 	<ul style="list-style-type: none"> • Exercises from book and tutorials covering use of meta-tags and site registration for SEO • Search web for hosting sites and post results in class discussion

<p>Final Exam Project</p> <ul style="list-style-type: none">• Final Exam project covering all course material	<ul style="list-style-type: none">• Throughout course, students will create and enhance a "shadow" site reflecting topics covered in lessons
---	--

Revised Jul 17, 2014.