

SYLLABUS

DIVISION: Business and Engineering Technology

REVISED: Spring 2014

CURRICULA IN WHICH COURSE IS TAUGHT: IST, Information Systems Technology; MKT, E-Commerce

COURSE NUMBER AND TITLE: ITD 115 – Web Page Design and Site Management

CREDIT HOURS: 3 HOURS/WK

CONTACT HOURS: 4. **LEC:** 2, **LAB:** 2

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I. CATALOG DESCRIPTION: Explores fundamentals of creating Web pages and site management with Web editing software. Students will learn techniques of Web page design as well as managing the resources required to author and maintain a Web site.

II. RELATIONSHIP OF THE COURSE TO CURRICULA OBJECTIVES: ITD 115 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: n/a

IV. COURSE CONTENT:

- Getting started with a Web editor
- Formatting text
- Creating Hypertext links
- Using Color and Graphics
- Using CSS for page layout and formatting page elements
- Working with templates or master pages
- Working with HTML forms
- Internet tools
- Site management topics such as SEO, Web Hosting services, add-ons such as statistics and search tools
- Publishing site to the Web

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
<p>Getting Started with a Web Editor</p> <ul style="list-style-type: none"> • Explore and understand the selected Web editor software interface. • Explore current Web page standards • Plan site topic 	<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 Web Editor's CSS tools to change font size, color and face • Use Web Editor's CSS tools to format text, background, and link colors • Use Web Editor's CSS tools, 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>Using Templates for Web Pages</p> <ul style="list-style-type: none"> • Using pre-built templates • Creating new templates 	<ul style="list-style-type: none"> • Online discussions • Lab exercises practicing creating and using templates • Exam project will be partially comprised of a site created using the official DCC website template.
<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 Picassa 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 code view in software</p>	

<ul style="list-style-type: none"> • Learn rudiments of HTML for very basic editing purposes when necessary 	<ul style="list-style-type: none"> • Exercises including guided tutorials
<p>Publishing Site</p> <ul style="list-style-type: none"> • Use FTP to move site files to Web server 	<ul style="list-style-type: none"> • Online tutorials and videos • Practice using either browser or client based FTP protocol for moving site files to a dedicated Web server
<p>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 covering html form design 	<ul style="list-style-type: none"> • 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