



# Broward Community College

## Course Outline

STATUS:   A  

COMMON COURSE NUMBER:   GRA 2143C  

COURSE TITLE:   Web Publishing II  

CREDIT HOURS:           3          

**CONTACT HOURS BREAKDOWN:**

Lecture/Discussion           32          

Lab                   32          

Other                   0          

Contact Hours/Week           4          

**CATALOG COURSE DESCRIPTION:**

Prerequisite:   GRA 2841C

Corequisite:   None

This is an advanced graphics design course in designing web pages. Students will learn to create web pages using HTML focusing on interactivity and usability. Students will work with text, links, color, and images for Internet Delivery. Students will also learn and use related technology: JavaScript and Cascading Style Sheets. The class is portfolio driven.

**UNIT TITLES:**

1. HTML Basics
2. Basic Page Structure
3. Color
4. Working with Text
5. Working with links
6. Working with Images
7. Working with Multimedia
8. Creating Lists
9. Using Tables
10. Developing Frames
11. Employing Frames
12. Creating Your Own Web Graphics
13. Web Content

LAST REVIEW   Academic Year 2004-2005   NEXT REVIEW   Academic Year 2009-2010  

*Interim Revision Dates:*

- 14. JavaScript
- 15. Cascading Style Sheets
- 16. Making Pages Available to Others

**I. Course Overview:**

Upon successful completion of this course, the students should be able to design a web site and individual pages using HTML. They will be able to apply graphic design principles.

**II. Units:**

**Unit 1. 1. HTML Basics**

General Outcome:

1.0 The students should be able to understand the medium, explain the planning process, and identify and explain HTML editors.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

1.1 Understand the Medium.

1.2 Understand and be able to plan a web page.

1.2.1 Identify the target audience.

1.2.2 Set Goals.

1.2.3 Create the structure.

1.2.4 Organize the content.

1.2.5 Develop Navigation.

1.3 Identify and explain the capabilities and limitations of HTML editors.

## Unit 2. 2. Basic Page Structure

### General Outcome:

2.0 The students should be able to open, edit, and save web pages, preview a Web page in a browser, recognize tags and attributes, and understand and demonstrate basic page structure.

### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

2.1 Understand how to name files.

2.2 View in a browser.

2.3 Understand Tags.

2.3.1 Understand and identify the types of tags.

2.3.2 Understand and identify attributes.

2.3.3 Understand and identify required tags.

2.3.4 Understand the three versions of XHTML.

2.3.5 Understand Quotations.

2.3.6 Understand Nesting.

2.3.7 Understand and identify proper spacing.

2.4 Use Special characters.

2.5 Add comments.

## Unit 3. 3. Color

### General Outcome:

3.0 The students should be able to understand and use colors on their web pages.

### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 3.1 Understand hexadecimal color.
- 3.2 Use color names.
- 3.3 Use Web-safe colors.
- 3.4 Specify document colors.

## Unit 4. 4. Working with Text

### General Outcome:

4.0 The students should be able to format and align paragraphs of text, use logical and physical style tags to format text, and use font tag to alter the face, color, and size of text.

### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

4.1 Format paragraphs.

4.1.1 Understand and use Paragraph Breaks.

4.1.2 Understand and use Line Breaks.

4.1.3 Understand and use Preformat.

4.1.4 Understand and use Quotation Blocks.

4.1.5 Understand and use Horizontal Rules.

4.1.6 Understand and use Alignment.

4.2 Use Headings.

4.3 Add Emphases.

4.3.1 Understand and use Logical Styles.

4.3.2 Understand and use Physical Styles.

4.4 Format Fonts.

4.4.1 Understand and use Faces.

4.4.2 Understand and use Size.

4.4.3 Understand and use Colors.

## Unit 5. 5. Working with Links

### General Outcome:

5.0 The students should be able to add links to e-mail addresses, newsgroups, downloadable files, and to other Web pages, add links to sections within the same web page, change the link colors, and customize links.

### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

5.1 Add links to other Web Pages.

5.1.1 Understand and use Absolute links.

5.1.2 Understand and use Relative links.

5.2 Add links to sections within the same page.

5.2.1 Create an Anchor.

5.2.2 Link to an Anchor.

5.3 Add other types of links.

5.3.1 Link E-mail addresses.

5.3.2 Link Newsgroups.

5.3.3 Link FTP and Downloadable files.

5.4 Change Link colors.

5.5 Customize links.

5.5.1 Set Tab Order.

5.5.2 Set keyboard shortcuts.

5.5.3 Set Target windows.

## Unit 6. 6. Working with Images

### General Outcome:

6.0 The students should be able to add images as elements in the foreground, format images, provide alternative text for images; link images to other content, and use images as elements in the background.

### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

6.1 Use images in the foreground.

6.1.1 Understand and use GIF and JPEG images.

6.1.2 Use existing graphics.

6.1.3 Create your own graphics.

6.2 Specify the height and width of images.

6.3 Provide alternative Text for images.

6.4 Link images.

6.4.1 Link the entire image.

6.4.2 Link sections of an image.

6.5 Use borders.

6.6 Align Images and text.

6.7 End alignment.

6.8 Add space around images.

6.9 Use images in the background.

## Unit 7. 7. Working with Multimedia

### General Outcome:

7.0 The students should be able to describe how plug-ins and ActiveX controls are used with Web browsers, embed different types of media into a Web page, and link to different types of media from a Web page.

### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

7.1 Understand Plug-ins, ActiveX controls, and Helper applications.

7.1.1 Locate Plug-ins.

7.1.2 Determine File types, Extensions, and the appropriate Plug-ins.

7.2 Link to Multimedia.

7.3 Embed Multimedia.

7.3.1 Use Embed.

7.3.2 Use object.

7.3.3 Use Embed and Object together.

7.3.4 Embed Java Applets.

## Unit 8. 8. Creating Lists

### General Outcome:

8.0 The students should be able to differentiate between the different types of lists available in HTML, use each type of list, combine and nest two or more types of lists in a Web page.

### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 8.1 Use ordered Lists.
- 8.2 Use Unordered Lists.
- 8.3 Use Definition Lists.
- 8.4 Use Nesting Lists.

## Unit 9. 9. Using Tables

### General Outcome:

9.0 The students should be able to describe the concept and uses of tables, create a basic table structure using text and images, format tables within Web pages, format content within table cells, and use seamless and nested tables for page layout.

### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

9.1 Understand Tables.

9.2 Create a basic table.

9.2.1 Understand Table Structure

9.2.2 Understand Cell content.

9.3 Format Tables

9.3.1 Use borders, Cell Padding and Spacing.

9.3.2 Change height, width and alignment.

9.3.3 Change Color.

9.3.4 Add a background image.

9.3.5 Add Captions.

9.4 Format content in Table Cells.

9.4.1 Change height, width, and alignment.

9.4.2 Change color.

9.4.3 Prohibit line breaks.

9.4.4 Span columns and rows.

9.5 Use additional formatting techniques.

9.5.1 Group and align rows and columns.

9.6 Use Tables for Page Layout.

9.6.1 Create Seamless Tables.

9.6.2 Create Nested Tables.

## Unit 10.            10. Developing Frames

### General Outcome:

10.0 The students should be able to identify the concept and uses of frames, create a basic frameset, format frames within a frameset, create links between frames, nest frames, use inline frames, and accommodate non-frames-capable browsers.

### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

10.1 Understand Frames.

10.2 Understand browser support for frames.

10.3 Create a basic frameset.

10.3.1 Add columns and rows.

10.3.2 Identify frame content.

10.4 Format frames.

10.4.1 Name frames.

10.4.2 Creating invisible borders.

10.4.3 Changing margin height and width.

10.4.4 Add Scroll bars.

10.4.5 Resize.

10.5 Link between frames.

10.6 Nest frames.

10.7 Create Inline Frames.

10.8 Create content for Non-Frames-Capable browsers.

## Unit 11. 11. Employing Frames

### General Outcome:

11.0 The students should be able to describe the concepts and uses of forms, create a basic form, provide a way for your form to be processed, and understand formatting techniques for forms.

### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

11.1 Understand Forms.

11.2 Create a Basic form.

11.2.1Add text.

11.2.2Add Radio Buttons.

11.2.3Add check boxes.

11.2.4Add Select menus.

11.2.5Create a File Upload.

11.2.6Include Hidden Fields.

11.2.7Create Buttons.

11.3 Process Forms.

11.3.1Write an Action Attribute.

11.3.2Write Method and Enctype attribute.

11.4 Use additional formatting techniques.

11.4.1Create a table.

11.4.2Create Tab Order and Keyboard shortcuts.

11.4.3Create Labels.

11.4.4Create Groups.

11.4.5Disable Form Elements.

## Unit 12. 12. Create your own Web Graphics

### General Outcome:

12.0 The students should be able to become familiar with graphics software, identify issues that impact design decisions, and recognize graphic file formats for the Web.

### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

12.1 Understand graphics software.

12.2 Understand issues that impact design decisions.

12.3 Recognize file formats.

12.3.1 Understand the terminology.

12.3.2 Recognize GIF, JPEG, and PNG graphics.

12.3.3 Choose the best file format for the job.

## Unit 13. 13. Web Content

### General Outcome:

13.0 The students should be able to identify ways to ensure onscreen readability of text, recognize effective links, and understand the issues involved in offering printer-friendly pages.

### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 13.1 Ensure onscreen readability.
- 13.2 Create effective links.
- 13.3 Offer printer-friendly pages.

## Unit 14. 14. JavaScript

### General Outcome:

14.0 The students should be able to understand the concept and uses of JavaScript, and use and modify an example JavaScript.

### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

14.1 Understand JavaScript.

14.1.1 Troubleshoot JavaScript.

14.1.2 Hide Scripts.

14.1.3 Understand JavaScript logic.

14.2 Utilize sample scripts.

14.2.1 Add the current date and time.

14.2.2 Make required form fields.

14.2.3 Change page elements when user points to them.

14.2.4 Format a new window.

## Unit 15. 15. Cascading Style Sheets

### General Outcome:

15.0 The students should be able to describe the concept and uses of cascading style sheets, differentiate between external, internal, and inline CSS style sheets, and understand formatting techniques.

### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

15.1 Understand Cascading Style Sheets.

15.1.1 Understand CSS1 versus CSS2.

15.1.2 Identify Selectors.

15.1.3 Define properties.

15.1.4 Understand Declarations and Rulesets.

15.1.5 Use Universal Classes.

15.1.6 Understand and use Value types.

15.1.7 Understand Structure.

15.2 Format Pages

15.2.1 Change text display.

15.2.2 Change background.

15.2.3 Add and change Tables.

15.2.4 Add and change Lists.

15.2.5 Control White space.

15.2.6 Add Borders.

15.2.7 Adjust the position and page layout.

15.2.8 Format other media.

## Unit 16. 16. Making Pages Available to Others

### General Outcome:

16.0 The students should be able to select possible domain names for your site, determine the most appropriate type of hosting for your site, recognize the difference between search engines and search directories, understand the basics of uploading your site to a host computer, recognize the importance of testing your site, and identify ways to publicize your website.

### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 16.1 Identify Domain names.
- 16.2 Find a Host Provider.
- 16.3 Recognize the difference between Search Engines and Search Directories.
- 16.4 Describe how to upload your page.
- 16.5 Test your site.
- 16.6 Submit your site.
- 16.7 Understand Marketing.
- 16.8** Make the site Live.