



Broward Community College

Course Outline

STATUS: A

COMMON COURSE NUMBER: GRA 2841C

COURSE TITLE: Web Publishing

CREDIT HOURS: 3

CONTACT HOURS BREAKDOWN:

Lecture/Discussion 32

Lab 32

Other

Contact Hours/Week 4

CATALOG COURSE DESCRIPTION:

Prerequisite: GRA 1801C, GRA 2803C, GRA 1534C

Co requisite: None

This course is a basic course in designing web pages, web site architecture and navigation. Students will be instructed in the most current applications used for production of web pages. Proper coding of the pages using current web tools, with consideration of various platforms, will be provided. A special emphasis will be placed on interactivity design and page layout, and proper use of typography and images for delivery on the Internet. The class is portfolio driven, training students to follow a business process for analyzing client needs, conducting research and developing a concept for production within a budget.

UNIT TITLES NEXT PAGE:

1. Introduction to the Internet and the World Wide Web
2. Psychology of Interface and Interactivity Design
3. Instructional Design Methods and Models for the Web
4. Web Page Design Programs
5. Text Editors, HTML Tags and Document Specifics
6. Application of Graphic Design Principles to Web Pages
7. Image Creation and Management
8. Web Site Management, Links, and Files
9. Web Site Project Planning, Flowcharting and Production
10. Future Web Design
11. Web Publishing Projects as Defined by Changing Industry Needs,
e.g., editorial web site, e-commerce web site, instructional
web site
12. Portfolio Review and Critique

I. Course Overview:

Upon successful completion of this course, the students should be able to demonstrate the ability to design the basic navigation architecture for a web site and design for the individual web pages subordinate within the site. They will be able to apply graphic design principles, compress graphic images, and save in appropriate file format for universal and consistent distribution on the world Wide Web.

II. Units:

Unit 1. Introduction to the Internet and the World Wide Web

General Outcome:

1.0 The students should be able to demonstrate knowledge of the Internet and the World Wide Web.

Specific Learning Outcomes:

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

1.1 Understand the history of the Internet and the World Wide Web (WWW).

1.2 Determine the current usages of the WWW.

1.3 Become familiar with the navigation of the WWW.

1.4 Demonstrate an understanding of the limitations and capabilities of the WWW.

1.5 Demonstrate a thorough knowledge of browsers and search engines.

1.5.1 Determine the difference in computer platforms for accessing the WWW.

1.5.2 Identify browsers available.

1.5.3 Identify search engine available.

1.5.4 Utilize browsers and search engines for viewing sites on the WWW.

Unit 2. Psychology of Interface and Interactivity Design

General Outcome:

2.0 The students should be able to demonstrate knowledge of psychology of interface and interactivity design.

Specific Learning Outcomes:

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

- 2.1 Understand the concept of interface and interactivity design.
- 2.2 Describe the principles of good interface and interactivity design.
- 2.3 Site examples of excellent web sites and identify reasons for their success.
- 2.4 Site examples of poorly designed web and site reasons that they are likely to be unsuccessful.
- 2.5 Identify methods of measuring the success of a web site.

Unit 3. Instructional Design Methods and Models for the Web

General Outcome:

3.0 The students should be able to demonstrate knowledge of various instructional models and design methods for delivery of effective training and education on the Web.

Specific Learning Outcomes:

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

- 3.1 Understand formats and models for delivery instruction and training on the Web.
- 3.2 Describe the instructional design process.
- 3.3 Site examples of effective web instruction and describe the reasons for this success.
- 3.4 Site examples of poorly designed web instruction and identify and describe the reasons for these weaknesses.
- 3.5 Identify various web course development and management.

Unit 4. Web Page Design Programs

General Outcome:

4.0 The students should be able to identify various web page design programs and create web pages using a web page design program.

Specific Learning Outcomes:

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

4.1 Identify current programs available for creation of web pages.

4.2 Utilize web pages design programs to create pages.

4.3 Understand the capabilities and limitations of web pages design programs.

4.4 Compare web page design programs to pure HTML (HyperText Markup Language) coding.

Unit 5. Text Editors, HTML Tags, and Document Specifics

General Outcome:

5.0 The students should be able to utilize text editors for coding HTML.

Specific Learning Outcomes:

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

5.1 Identify various text editors for coding HTML.

5.2 Utilize text editors for coding HTML.

5.3 Understand the capabilities of text editors.

5.4 Compare text editors.

5.5 Understand the uses of tags.

5.6 Write code in HTML.

5.7 Understand the present capabilities of HTML.

5.8 Utilize frames and tables in HTML.

Unit 6. Application of Graphics Design Principles to Web Pages

General Outcome:

6.0 The students should be able to apply graphic design principles to Web pages.

Specific Learning Outcomes:

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

- 6.1 Understand the capabilities of text and graphics in Web pages.
- 6.2 Comprehend the limitations of typography and graphics in browsers.
- 6.3 Apply principles of design including: balance, format, focal point, color and space in the design of web pages.
- 6.4 Combine text and graphics in a functional and pleasing format for web pages.

Unit 7. Image Creation and Management

General Outcome:

7.0 The students should be able to use graphics programs to create images for web pages.

Specific Learning Outcomes:

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

7.1 Use correct principles of design when creating images for web pages.

7.2 Utilize a bit-mapped program for creation and scanning images.

7.3 Understand the usage of a vector-based graphics program for creation of images for web pages.

7.4 Demonstrate correct usage of bit depth, models, and file format for images to be used in web pages.

Unit 8. Web Site Management, Links, and Files

General Outcome:

8.0 The students should be able to demonstrate knowledge of web site management, links and files.

Specific Learning Outcomes:

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

- 8.1 Determine the concept of web site management.
- 8.2 Create internal and external links.
- 8.3 Demonstrate the correct management of files for pages including tables and frames.
- 8.4 Comprehend the use of forms in web pages.

Unit 9. Web Site Project Planning, Flowcharting and Production

General Outcome:

9.0 The students should be able to demonstrate knowledge of project planning and production.

Specific Learning Outcomes:

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

- 9.1 Create an overview of a web page, including identification of audience, content and intended income.
- 9.2 Develop an outline/flowchart of a web site to include navigation of the site.
- 9.3 Complete a detailed plan of the web site through a storyboard.
- 9.4 Produce a web site of the planned project.
- 9.5 Evaluate the effectiveness of the personal web site and other web sites.

Unit 10. Future of Web Page Design

General Outcome:

10.0 The students should be able to demonstrate a knowledge of the future predictions for web page design.

Specific Learning Outcomes:

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

10.1 Introduce better versions of software in development.

10.2 Read current publications concerning web development.

10.3 Determine a course of action based on predictions for the future of web page design and methods to remain current.

10.4 Utilize the WWW for obtaining current information of web pages design and development.

Unit 11. Web Projects as Defined by Current Industry Needs

General Outcome:

11.0 The students should be able to complete web projects as defined by current industry needs, e.g., editorial web site, e-commerce site, instructional site, etc. Projects will satisfy client requirements and will be produced in both print and electronic (web, TV, multimedia) output.

Specific Learning Outcomes:

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

11.1 Describe the qualities unique to a particular web application category, e.g., e-commerce, and collect various designs, describing the purpose and intent of each design.

11.2 Distinguish qualities that make a particular web application category successful.

11.3 Identify a client, real or simulated and follow the business process to produce a final product.

11.3.1 Interview a client (real or simulated).

11.3.2 Determine specific requirements unique to the illustration to be interpreted.

11.3.3 Gather any additional graphics and text to be used in the illustration.

11.3.4 Identify the client budget.

11.3.5 Negotiate a timeline for product review and completion.

11.3.6 Conduct a market research and needs analysis as needed.

11.3.7 Research the concept by reviewing and collecting example of similar products.

11.3.8 Identify graphic elements from the core design that need to be carried through to keep a consistent look for the client.

- 11.3.9 Draft ideas and concept solutions, traditionally or by computer.
 - 11.3.10 Select the appropriate computer applications to execute the project.
 - 11.3.11 Experiment with concept solutions using the computer, supported by traditional drafting methods if deemed necessary.
 - 11.3.12 Develop the concept.
 - 11.3.13 Produce a mock-up or dummy layout of the design concept.
 - 11.3.14 Review the dummy with the client.
 - 11.3.15 Revise according to client requirements.
 - 11.3.16 Produce final dummy for approval by client (revising as many times as necessary to achieve client approval).
- 11.4 Complete project according to client specifications.

Unit 12. Portfolio Presentation and Critique

General Outcome:

12.0 The students should be able to present a project to the class for peer, instructor and business professional review. Projects will be measured according to specific criteria and recommended revisions in order to receive final grade.

Specific Learning Outcomes:

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

- 12.1 Present a project in a formal class evaluation setting, using business presentation strategies and tools, to classmates, instructor and visiting industry professionals.
- 12.2 Revise projects according to evaluation input.
- 12.3 Present final revised project to class.