SYLLABUS

DATE OF LAST REVIEW: 02/2013

CIP CODE:	11.0801
SEMESTER:	Departmental Syllabus
COURSE TITLE:	Web Page Design (Adobe Suite)
COURSE NUMBER:	CIST0190
CREDIT HOURS:	4
INSTRUCTOR:	Departmental Syllabus
OFFICE LOCATION:	Departmental Syllabus
OFFICE HOURS:	Departmental Syllabus
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KCKCC issued email accounts are the official means for electronically communicating with our students.

PREREQUISITE(S): CIST-0137 HTML (Web Page Development)

REQUIRED TEXT AND MATERIALS: Please check with the KCKCC bookstore, http://www.kckccbookstore.com/, for the required texts for your particular class.

COURSE DESCRIPTION:
This course is designed to instruct the student in the proper approach to commercial web page/site design. Students will learn the basics of web page design and basic web page/site construction. Students will also be introduced to the use of cascading style sheets, DHTML, and XML/XHTML. Different web design tools will be explained. Some of these tools will be covered in detail in following courses. Web job opportunities and current issues will be discussed.

METHOD OF INSTRUCTION: A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs. .

COURSE OUTLINE:

I   Basic Design Principles
- A.   Page Layout/Alignment
  1. Layout (symmetrically centered or balanced)
  2. Consider reading habits when organizing information
- B.   Proximity
  1. Spacing relationships
  2. Placement of similar vs. dissimilar objects
- C.   Contrast and Focus
  1. Choosing the color scheme
  2. Hierarchy of content
  3. Fonts-size and styles
- E.   Repetition
  1. Adding unity to a web page
  2. Identifies site to audience

II.   Web Page construction
- A.   Basics
  1. Links
  2. Images
  3. Tables
  4. Frames
  5. Forms
- B.   Writing for the web
  1. Accurate
  2. Easily Read
  3. Understandable
  4. Comprehensive and Concise
- C.   Understanding Color
  1. Impact of color
  2. RGB Colors
- D.   Technical Issues
  1. Bandwidth
  2. Browser Variables
  3. Monitor Resolution
- E.   Legal and Ethical Issues
  1. Copyright
  2. Privacy and Security
  3. Accessibility
  4. Resources

III.   Design Plan
- A.   Define Web Site Purpose
  1. Decide on Topic
  2. Identify Goals of the Website
- B.   Identify the Audience
  1. Define goals and needs of the Audience
- C.   Plan the structure
  1. Linear/Tutorial

2. Random
3. Hierarchical
4. Combination
D. Functions of Web Pages
   1. Home Page
   2. Splash Page
   3. Secondary Page
E. Plan the Content
   1. Value added content
   2. Text
      i. Typography
   3. Graphics and Photographs
      i. Types
         a. GIF
         b. JPG
         c. PNG
      ii. Source
         a. Web
         b. Scanners
         c. Digital Camera
   4. Multimedia
      i. Slide Shows
   5. Animations
      i. Animated GIFs
      ii. Flash Animation
      iii. Downloadable and streaming Media
   6. Audio
      i. Wav
      ii. Aiff
      iii. MPEG
      iv. Midi
      v. Optimizing Downloadable Audio
         a. Sampling rate
         b. Bit Depth
         c. Codecs
      vi. Streaming Audio
         a. Real Audio
         b. Shockwave
         c. Quicktime
   7. Video
      i. AVI
      ii. MPEG
      iii. MOV
   8. Dynamically generated content
F. Testing
G. Publishing

H. Marketing
I. Maintenance
IV. Introduction to Cascading Style Sheets
    A. Setting up CSS
    B. Layout with CSS
    C. Formatting text with CSS
V. Introduction to DHTML
    A. The different flavors of DHTML
    B. CSS and DHTML
    C. JavaScript and DHTML
    D. Document Object Model
VI. Introduction to XML
    A. Writing XML
    B. Creating a DTD
    C. XML Schema
    D. Differences between well-formed and valid XML Documents
    E. XHTML
        i. Differences between HTML and XHTML
VII. Web Design Tools
    A. Adobe
        i. Flash
        ii. Freehand
        iii. Fireworks
        iv. Photoshop
        v. GoLive
        vi. Indesign
VIII. Web Design Roles
    A. Writer/Editor
    B. Multimedia Developer
    C. Artist/Graphic Designer
    D. Web Page Designer
    E. Web Programmer
    F. Web Master
IX. Current Issues

EXPECTED LEARNER OUTCOMES:
A. The student will be able to identify the Basic Design Principles
B. The student will be able to explain the creating of proper coded web page construction.
C. The student will be able to summarize the different design plans available.
D. The student will be able to describe the use of cascading style sheets.
E. The student will be able to review the basics of DHTML.
F. The student will be able to explain what XML is.
G. The student will be able to identify different web design tools.
H. The student will be able to identify different roles in web design.
I. The student will be able to summarize different current issues in web design.

COURSE COMPETENCIES:
Upon successful completion of this course:

The student will be able to identify the Basic Design Principles
1.   The student will be able to describe reasons why page layout is necessary for web page design.
2.   The student will be able to explain how proper color scheme enhances the web page design.
3.   The student will be able to create a page design that shows proper use of layout, contrast and focus.

The student will be able to explain the creating of proper coded web page construction.
4.   The student will be able to describe the basic tags used in web page construction.
5.   The student will be able to explain the proper syntax and uses of tags.
6.   The student will be able to create web pages using proper tags.
7.   The student will be able to describe requirements needed for web writing.
8.   The student will be able to explain color issues and selection as it pertains to web page design.
9.   The student will be able to create a web page with the proper use of colors.
10.   The student will be able to explain different technical issues involved in web page design.
11.   The student will be able to describe common legal and ethical issues.

The student will be able to summarize the different design plans available.
12.   The student will be able to describe the elements that go into a proper web design plan.
13.   The student will be able to explain the need for a design plan.
14.   The student will be able to describe different ways to have "value added content".
15.   The student will be able to explain what typography is and why it is important in web design.
16.   The student will be able to describe the different types of graphic formats.
17.   The student will be able to create web pages using different types of graphics.
18.   The student will be able to explain the different types of animation in web page design.
19.   The student will be able to create a web page using forms of animation.
20.   The student will be able to describe the different types of audio in web page design.
21.   The student will be able to explain how to optimize and stream audio.
22.   The student will be able to create web pages using audio elements.
23.   The student will be able to describe different types of video use in web page design.
24.   The student will be able to create web pages using video elements.
25.   The student will be able to explain what is meant by "dynamically generated content" and what it brings to the design of web pages.
26.   The student will be able to explain the different types of structure in web site design.
27.   The student will be able to create examples of web design structure.
28.   The student will be able to describe different functions of web pages.
29.   The student will be able to explain different means to test and market the web site.

The student will be able to describe the use of cascading style sheets.
30.   The student will be able to describe the basic elements of CCS.
31.   The student will be able to explain how the use of CCS improves your web page design.
32.   The student will be able to create a web page using CCS.

The student will be able to review the basics of DHTML.

33.   The student will be able to describe what DHTML can do to improve your web page design.
34.   The student will be able to explain the proper construction of DHTML
35.   The student will create a web page using DHTML.
The student will be able to explain what XML is.
36.   The student will be able to describe the elements of XML.
37.   The student will be able to explain the differences between XML and XHTML.
38.   The student will be able to create a web page using proper XHTML.
The student will be able to identify different web design tools.
39.   The student will be able to describe different web design tools.
40.   The student will be able to explain the uses of different commercial web tools.
The student will be able to identify different roles in web design.
41.   The student will be able to explain what the different webs jobs do in the construction of a web site.
The student will be able to summarize different current issues in web design.
42.   The student will be able to describe current issues in web page design.
43.   The student will be able to explain how current issues affect web page design.

ASSESSMENT OF LEARNER OUTCOMES:
Student progress is evaluated by means that include, but are not limited to, exams, written assignments, and class participation.

SPECIAL NOTES:
This syllabus is subject to change at the discretion of the instructor.   Material included is intended to provide an outline of the course and rules that the instructor will adhere to in evaluating the student's progress. However, this syllabus is not intended to be a legal contract. Questions regarding the syllabus are welcome any time.

Kansas City Kansas Community College is committed to an appreciation of diversity with respect for the differences among the diverse groups comprising our students, faculty, and staff that is free of bigotry and discrimination. Kansas City Kansas Community College is committed to providing a multicultural education and environment that reflects and respects diversity and that seeks to increase understanding.

Kansas City Kansas Community College offers equal educational opportunity to all students as well as serving as an equal opportunity employer for all personnel. Various laws, including Title IX of the Educational Amendments of 1972, require the college's policy on non-discrimination be administered without regard to race, color, age, sex, religion, national origin, physical handicap, or veteran status and that such policy be made known.
Kansas City Kansas Community College complies with the Americans with Disabilities Act. If you need accommodations due to a documented disability, please contact the Director of the Academic Resource Center at 913-288-7670.

All enrolled students at Kansas City Kansas Community College are subject to follow all rules, conditions, policies and procedures as described in both the Student Code of Conduct as well as the Student Handbook. All Students are expected to review both of these documents and to

understand their responsibilities with regard to academic conduct and policies. The Student Code of Conduct and the Student Handbook can be found on the KCKCC website.