SECTION I

SUBJECT AREA AND COURSE NUMBER

COMM 618

COURSE TITLE

WEB SITE CREATION

TYPE COURSE

NON-FEE   VOCATIONAL

CATALOG COURSE DESCRIPTION

This course provides a hands-on approach to planning, designing and creating Web pages for an intranet or World Wide Web site. Students learn to use HTML, wizards and templates to create Web pages with hypertext links and video, graphics, and audio enhancements. (FT)

LECTURE/LABORATORY HOURS

60

ADVISORY

NONE

RECOMMENDED SKILL LEVEL

Possess a 10th grade reading level; ability to communicate effectively in the English language; facility with Macintosh or Windows operating system; and ability to use a browser.

INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility
   SDCE students demonstrate interpersonal skills by learning and working cooperatively in a diverse environment.
2. Effective Communication
   SDCE students demonstrate effective communication skills.

INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

3. Critical Thinking
    SDCE students critically process information, make decisions, and solve problems independently or cooperatively.
4. Personal and Professional Development
    SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self-advocacy skills to cope with changing situations in their lives.

COURSE GOALS

Students will learn to plan and design Web sites and pages. Students will learn application of enhancements such as video, graphics, and sound. Students will learn to organize information on pages using organizational structures such as tables, layers and frames. Students will learn to use wizards and templates and to automate tasks. Students will learn to use testing procedures to ensure correct links and site functionality.

COURSE OBJECTIVES

Upon successful completion of the course, the student will be able to:

1. Plan an intranet or a World Wide Web site.
2. Design and create Web pages that include hypertext links.
3. Critique and edit Web pages.
4. Add enhancements such as video, graphics, and audio.
5. Use HTML, wizards, and templates to create Web pages.
6. Use Tables, Layers and Frames to organize information on a Web page.
7. Automate tasks.

SECTION II

COURSE CONTENT AND SCOPE

1. Planning a Web Site
    1.1.   Understanding the concept of the world wide web
    1.2.   Determining the purpose of a web site
            1.2.1.   Personal web sites
            1.2.2.   Professional web sites
2. Determining the Audience
3. Designing the Basic Web Site Structure
4. Criteria for a Good Web Site
5. Evaluating Web Sites
6. Creating a Web Site
    6.1.   Naming a web site
    6.2.   Opening a web page
    6.3.   Changing the title of a web page

COURSE CONTENT AND SCOPE (CONTINUED)

6.4. Designing a home page
6.4.1. Adding a header
6.4.2. Adding text
6.4.3. Adding a footer
6.5. Inserting files onto a web page
6.6. Saving the web pages to the web site
6.7. Adding additional pages
6.8. Creating a web page from a template
6.9. Importing a web page into the web site
6.10. Deleting a web page
6.11. Creating a marquee
6.12. Connecting web pages
6.12.1. Connecting web pages through text hyperlinks
6.12.2. Adding a text hyperlink to an open web page
6.12.3. Adding a text hyperlink to a closed web page
6.13. Editing hyperlinks
6.14. Viewing hyperlinks
6.15. Creating hyperlinks using a bookmark
6.16. Creating a hyperlink to receive electronic mail
6.17. Removing a hyperlink
6.18. Creating a hyperlink by dragging and dropping
7. Enhancing Web Pages
7.1. Critiquing web pages
7.2. Formatting web pages
7.2.1. Changing the look of a web page
7.2.2. Formatting text
7.2.3. Undoing and redoing changes
7.2.4. Changing the heading color and font
7.2.5. Inserting symbols
7.2.6. Changing the page layout
7.3. Editing text on a page
7.3.1. Checking spelling
7.3.2. Using search and replace
7.4. Arranging information on a page
7.4.1. Creating visual separators
7.4.2. Creating lists
7.4.3. Creating tables
7.5. Adding multimedia to web pages
7.5.1. Planning the images to use
7.5.2. Inserting graphics
7.5.3. Adding a background color
7.5.4. Adding a background image
7.5.5. Adding animated gifs
7.5.6. Creating graphical links
7.6. Creating an image map

COURSE CONTENT AND SCOPE (CONTINUED)

       7.6.1.   Defining a hot spot
       7.6.2.   Creating a hot spot on an image map
  7.7.   Adding sounds
  7.8.   Adding a movie
8.   Using Automation Tools to Generate Web Sites and Web Pages
  8.1.   Creating forms
       8.1.1. Adding text to a template
       8.1.2. Adding interactive fields
       8.1.3. Adding radio buttons
       8.1.4. Adding one-line text boxes
       8.1.5. Adding drop-down lists
       8.1.6. Adding check boxes
       8.1.7.   Creating scrolling text boxes
       8.1.8.   Adding push buttons
  8.2.   Saving the information gathered
  8.3.   Saving the template as a form
  8.4.   Using custom scripts to create special effects
  8.5.   Automating design tasks
       8.5.1.   Organizing information using frames
       8.5.2.   Using page wizards
       8.5.3.   Using webbots to simplify tasks
       8.5.4.   Applying style sheets for consistency
9.   Intranets
  9.1.   Understanding intranets
  9.2.   Defining the content

APPROPRIATE READINGS

Appropriate readings may include, but are not limited to, periodicals, magazines, instructor-written materials, manuals, computer based training on CD-ROMS (CBT), Web based training (WBT), instructor selected URLs and other publications related to the design and creation of digital presentations.

WRITING ASSIGNMENTS

Appropriate writing assignments may include, but are not limited to, preparing text for an assigned project, keeping a journal on all laboratory and project work, creating Web pages, completing all assigned reports, performing mathematical calculations as assigned, and completing all written assignments.

OUTSIDE ASSIGNMENTS

Outside assignments may include, but are not limited to, reading texts, reference resources or handouts; Internet sites, computer based training on CD-ROMS (CBT), Web based training (WBT), and research as needed to complete projects; and organizing and preparing written answers to assigned questions.

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments which demonstrate critical thinking may include, but are not limited to, analysis and evaluation of reading assigned text and computer based training on CD-ROMS (CBT), Web based training (WBT) materials and utilize this analysis in classroom discussions, writing assignments, and in performing laboratory activities. Students must select and use appropriate methods and materials needed to complete laboratory assignments.

EVALUATION

A student's grade will be based on multiple measures of performance. The assessment will measure development of independent critical thinking skills and will include evaluation of student's ability to:

1. Apply theory to assignments.
2. Complete all lessons, which may include CBT, WBT, and laboratory assignments.
3. Successfully complete all exams, including any online exams.
4. Perform on written, oral, or practical examinations.
5. Contribute to class discussions.
6. Maintain attendance per current policy.
7. Demonstrate ability to work independently and as a team member.
8. Demonstrate troubleshooting skills.
9. Demonstrate ability to help others learn.

Satisfactory completion of the course requires completion of a culminating activity, which may include, but is not limited to, one of the following:

1. Personal web site.
2. Small business web site.
3. Public service web site.
4. Education web site.
5. Internet commerce web site.
6. Entertainment web site.

Upon successful completion of each individual course a Certificate of Course Completion will be issued. Upon successful completion of all courses included in the program a Certificate of Program Completion will be issued.

METHOD OF INSTRUCTION

Methods of instruction may include, but is not limited to, lecture, computer based training on CD-ROMS (CBT), Web based training (WBT), self-paced lab, demonstration, individualized study, use of audio-visual aids, group/team work, tutorials, outside assignments, guest lectures, field trips, and guided student job assignments. This course, or sections of this course, may be offered through distance education.

TEXTS AND SUPPLIES

Texts:

TEXTS AND SUPPLIES (CONTINUED)

New Perspectives on Microsoft FrontPage - Comprehensive, Jessica Evans, Course
Technology, latest edition
Microsoft FrontPage-Illustrated Standard Edition, Ann Baron, Course Technology, latest
edition
Web Design: Introductory Concepts and Techniques, Stubbs., Course Technology, latest
edition
Macromedia Dreamweaver 8 Unleashed, Zak Ruvalcaba, Sams; 3Rev Ed edition,

Supplies:

Pen, journal (composition book), notebook paper and a soft 3-ring binder, or a one-subject 110
sheet college ruled notebook, and storage media (i.e. a Zip disk, flash or thumbnail drive).

PREPARED BY   Sharian Lott and Karen Owen   DATE   June, 2000

REVISED BY   Sharian Lott   DATE February, 2007

REVISED BY Instructional Services, SLOs added   DATE March 7, 2017

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities
and Administrative Due Process), and the Attendance Policy set forth in the Continuing
Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100
California Community Colleges, Title 5, Section 55002
Continuing Education Catalog