

SAN DIEGO COMMUNITY COLLEGE DISTRICT
CONTINUING EDUCATION
COURSE OUTLINE

SECTION I

SUBJECT AREA AND COURSE NUMBER

COMM 669

COURSE TITLE

ALTERNATE TITLES)

WEB DESIGN & CONTENT MANAGEMENT

TYPE COURSE

NON-FEE

VOCATIONAL

CATALOG COURSE DESCRIPTION

This course is designed to provide students with the foundational skills of web design using a content management system. Students will learn to perform basic or routine tasks involved in web design and content management editing. Students will learn basic design principles and best practices employed in the web design and content management industry. The course provides a hands-on approach to planning, designing and creating websites for the development of a portfolio using content management software. (FT)

LECTURE/LABORATORY HOURS

100

ADVISORY

Successful completion of:
COMM 666 Workflow for Modern WebDesign

RECOMMENDED SKILL LEVEL

- Possess a 10th grade reading level
- Effectively communicate in the English language
- Possess basic computer skills
- Possess digital imaging, vector graphics, video production and motion graphics software skills
- Understanding either Macintosh or Windows operating system

INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility

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SDCE students demonstrate interpersonal skills by leaning and working cooperatively in a diverse environment.

2. Effective Communication

SDCE students demonstrate effective communication skills.

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

1. Gain current industry standard skills to prepare for entry-level positions in web development.
2. Develop an understanding of key terminology related to requirements in content management systems (CMS).
3. Gain an understanding of basic design elements used in CMS.
4. Learn the basics of HTML and CSS in web development.
5. Gain an understanding of the CMS software interface and tools.
6. Provide hands-on projects using CMS software.
7. Gain an understanding of image file formats for CMS.
8. Enhance communication and project management skills through group or team projects.

COURSE OBJECTIVES

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

1. Evaluate applications for appropriateness to a project.
2. Demonstrate knowledge of project management tasks and responsibilities.
3. Demonstrate knowledge of principles of CMS and best practices employed in the web development industry.
4. Navigate, organize and customize the workspace using HTML and CSS.
5. Understand and use text, digital images and design techniques to enhance projects using CMS software.
6. Identify elements of the CMS software interface and demonstrate knowledge of their functions.
7. Define the functions for organizational structure in a CMS project.
8. Demonstrate knowledge of creating websites using CMS software.
9. Create documents using a CMS.

SECTION II

COURSE CONTENT AND SCOPE

1. Setting Content Management Systems (CMS) Project Requirements for Web Development

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- 1.1. Web authoring projects
 - 1.1.1. Purpose
 - 1.1.2. Audience
- 1.2. Content
 - 1.2.1. Copyright
 - 1.2.2. Permissions
 - 1.2.3. Licensing
- 1.3. Project management
 - 1.3.1. Tasks
 - 1.3.2. Responsibilities
- 1.4. Communication
 - 1.4.1. Peers
 - 1.4.2. Clients
 - 1.4.3. Design plans
- 2. Understanding the Structure of a Website Terminology
 - 2.1. Usability
 - 2.2. Accessibility
 - 2.3. Consistency
 - 2.4. Visual hierarchy
 - 2.5. HTML and CSS
 - 2.6. File formats
 - 2.6.1. Digital images
 - 2.6.2. Text
 - 2.6.3. Interactive elements
 - 2.6.4. Animation
 - 2.6.5. Video and audio
 - 2.7. Authoring CMS projects
 - 2.7.1. Operating systems
 - 2.7.2. Browser versions
 - 2.7.3. Configurations
 - 2.7.4. Devices
 - 2.7.5. File management
- 3. Understanding CMS Tools
 - 3.1. Interface
 - 3.2. Installation
 - 3.2.1. Database setup

COURSE CONTENT AND SCOPE (CONTINUED)

- 3.2.2. Working locally
- 3.2.3. Remote server installation
- 3.3. Workspace
 - 3.3.1. Navigate
 - 3.3.2. Organize
 - 3.3.3. Customization
 - 3.3.4. Settings
- 3.4. Adding Media
 - 3.4.1. Media library
 - 3.4.2. Images

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- 3.4.2.1. Adding
- 3.4.2.2. Editing
- 3.4.3. Photo gallery
- 3.4.4. Audio and video
- 3.4.5. PDF
- 3.5. Posts
 - 3.5.1. Write
 - 3.5.2. Manage, edit
 - 3.5.3. Custom formats
 - 3.5.4. Publish
- 3.6. Pages
 - 3.6.1. Write
 - 3.6.2. Manage and edit
 - 3.6.3. Child/parent hierarchy
 - 3.6.4. Templates
 - 3.6.5. Posts
- 3.7. Taxonomies
 - 3.7.1. Categories
 - 3.7.2. Tags
 - 3.7.3. Custom
- 3.8. Customizing a website
 - 3.8.1. Themes
 - 3.8.2. Customizer
 - 3.8.3. Plugins
 - 3.8.4. Widgets
 - 3.8.5. Custom fields
 - 3.8.6. Static front page
 - 3.8.7. Blog page
 - 3.8.8. Custom menus
- 3.9. Forms
 - 3.9.1. Creating
 - 3.9.2. Managing
- 3.10. Comments
 - 3.10.1. Managing
 - 3.10.2. Roles
- 3.11. Security

COURSE CONTENT AND SCOPE (CONTINUED)

- 3.11.1. Updates
- 3.11.2. Security
- 4. Managing Content Using a CMS Software
 - 4.1. Pages
 - 4.2. Text
 - 4.2.1. Add
 - 4.2.2. Modify
 - 4.3. Insert/manipulate
 - 4.3.1. Images
 - 4.3.2. Video

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4.3.3. Sound

4.3.4. Interactive elements

4.3.5. Motion graphics

4.4. Links

4.4.1. Hyperlinks

4.4.2. Email

4.4.3. Named anchors

5. Testing and Maintaining Web Content

5.1. Tests

5.1.1. Usability

5.1.2. Technical

5.2. Management

5.2.1. Assets

5.2.2. Links

5.2.3. Files

5.3. Search engine optimization (SEO)

APPROPRIATE READINGS

Reading assignments related to web development may include, but are not limited to:

- Textbooks
- Manuals
- Supplemental reading assignments
- Online help pages
- Articles posted on the Internet and information from web sites

WRITING ASSIGNMENTS

Writing assignments related to web development may include, but are not limited to:

- Critiques of web sites to identify proper and improper use of design and usability principles
- Preparing text for web site development
- Maintaining a notebook based on lecture material and handouts

OUTSIDE ASSIGNMENTS

Outside assignments related to web development may include, but are not limited to:

- Reading texts
- Referencing resources and web sites
- Preparing written answers to assigned questions
- Conducting research as needed to complete projects

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments which demonstrate critical thinking may include, but are not limited to, identifying usability and web site design standards appropriate to the targeted audience; based upon usability analysis select the appropriate tools for customization of a web site.

EVALUATION

A student's grade will be based on multiple measures of performance and will include evaluation of student's ability to:

- Perform a variety of activities, discussions and assignments related to course objectives
- Apply theory to assignments
- Successfully complete all lessons and examinations
- Maintain attendance and punctuality per current policy
- Demonstrate ability to work independently and as a team member
- Demonstrate troubleshooting skills
- Give an oral presentation
- Present a digital portfolio

Upon successful completion of this 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 are not limited to, hands-on lecture, computer-based instruction, self-paced lab, demonstrations, 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

Web Content Management: Systems, Features, and Best Practices, Deane Barker, O'Reilly Media, current edition

Online video training

Web resources: www.lynda.com

PREPARED BY: Emily Kay, Jane Newcomb, Toni Renier DATE: March 4, 2019

REVISED BY: Jane Newcomb, Toni Renier DATE: February 5, 2020

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