COURSE DESCRIPTION

Prerequisites: IMED 1316 or IMED 1416.

Course Description: A study of mark-up language advanced layout techniques for creating web pages. Emphasis on identifying the target audience and producing web sites according to accessibility standards, cultural appearance, and legal issues.

This course utilizes Dreamweaver and PhotoShop in building Web sites. Design concepts, site mapping, basic and advanced XHTML codes, the XHTML/Dreamweaver environment are discussed, as well as list creation, importing, editing, and enhancing graphics, tables, links, forms, image maps, JavaScript, CSS positioning, and multimedia. Students will develop an understanding of web site architecture and navigation, will explore the issues of browser compatibility, web site usability and accessibility, download speed, screen resolution, and web interactivity.

This is a 4 credit hour course. (3 lec., 3 lab.)

WECM END-OF-COURSE OUTCOMES: Demonstrate the use of World Wide Web Consortium (W3C) standards for style, accessibility, layout, and formatting; build web pages with dynamic customization capabilities; develop web sites designed for usability and cultural diversity; and utilize design strategies to increase the success of locating the site via search engines.

STUDENT LEARNING OUTCOMES:
Upon successful completion of IMED 2415, students will be able to:
   Utilize Dreamweaver to create a CSS W3C XHTML transitional validated layout that conforms to ADA accessibility standards.
   Create a CSS layout that meets usability criteria utilizing Dreamweaver.
   Create a web page for an identified cultural target market.
   Utilize a content management system with dynamic customization capability when creating a webpage.
   Incorporates search engine optimization techniques within a webpage.

COURSE MATERIALS


Storage: A minimum of 1 GB USB Flash Drive or an account with Dropbox.com to backup files.
Software: Access to Abode Dreamweaver CS4 or higher.
(Note: You do not have to own the software, you simply need consistent access to a computer with Adobe Dreamweaver CS4 or higher installed.)

A student of this institution (El Centro College) is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

MAJOR COURSE REQUIREMENTS
Students will produce Unit exercises for the following:
- Create your website
- Create a CSS based design
- Single Column Layout with a horizontal nav bar
- Create the structure of an existing website
- Mimic a Website
- Utilize a jQuery or Flash Photo Gallery
- Create a Dreamweaver Template
- Convert a table based layout to a CSS based layout
- Convert A PSD to a Web Page
- Create an Accessible Form
- Redesign a NonProfit Website
- Web Design Critique

A midterm and final project will evaluate the student’s understanding of web design concepts and the use of Adobe Dreamweaver presented in each unit.

SUBJECT MATTER
Topics covered in the lecture portion of the course include:
- HTML5
- Responsive web design
- CSS based layouts
- CSS3
- Photo Galleries and Slideshows
- jQuery
- Converting Photoshop files into CSS based layouts
- Dreamweaver Workspace
- Working with Dreamweaver sites
- Creating and Managing Files
- Linking and navigation
- Creating and managing Dreamweaver templates
- Building Spry pages visually
- Designing for multiple screens and devices
- Building forms
- Accessibility
DISCLAIMER
The provisions contained in this syllabus do not constitute a contract between the student and El Centro College. These provisions may be changed at the discretion of the Coordinator/Instructor. When necessary, appropriate notice of such changes will be given to the student.

The instructor-of-record may provide additional information to enhance the course to meet the needs of the enrolled students, provided that the enhancements do not conflict with the official course syllabus.

POLICIES
Students should click on the links below and read all of these policies.

General institutional policies
Course-related institutional policies