IMED 1316/1416 WEB DESIGN I  
Course Syllabus – Fall 2019

Instructor: Stephen Herd

Phone: 972-860-4329

E-mail: sherd@dcccd.edu

Office: K-104

<table>
<thead>
<tr>
<th>Office Hours</th>
<th>Weekdays</th>
<th>Start Time</th>
<th>End Time</th>
<th>Room</th>
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<th>End Date</th>
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<tbody>
<tr>
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<td>10:30AM</td>
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<td>08/26/19</td>
<td>12/12/19</td>
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Course Description:

Instruction in web page design and related graphic design issues including mark-up languages, web sites, and browsers.

Prerequisites:

This course does not have a prerequisite.

Course Objective:

The objective of this class is instruction in internet page design using HTML and CSS according to the current standards in web design as specified through the W3C. An introduction to Dreamweaver software and creating simple web graphics will also be included. Focus is on creating well designed web pages and maintaining continuity throughout web sites through use of color, graphics and placement and use of embedded elements. Overall visual communication of concept is emphasized.

Course Overview:

The first half of the semester students will learn basic structure, syntax and elements of HTML, will validate code through the W3C and optimize photos and create basic graphics using an industry standard graphics application. Site management, naming conventions, working with local and remote files various File Transfer Protocol will be explored and an introduction to CSS will be included. The second half of the semester students will further develop web pages including tables and forms, advanced CSS
techniques and an introduction to web authoring software. Each student will create a final website that is posted online for review and critique.

**Course Competencies:**

Upon successful completion of this course, the student will have achieved the following competencies:

- Create a Web Page using HTML
  - Understand Web Page Concepts and Terminology
    - Describe the role of a Web server and a Web browser
    - Identify the parts of a URL
    - Define ftp
    - Explain the components that make up an HTML page
    - Learn HTML page coding conventions
    - Define accessibility
  - Create a basic HTML page
    - using HTML5 basic page tags (DOCTYPE, html, head, body, title)
    - Include HTML5 semantic tags to organize the page
    - Add HTML block elements to a web page.
    - Use HTML inline elements appropriately on a web page
    - Create lists on a web page
    - Create hyperlinks including internal, external and page anchor links
- Add images and multimedia to a web page
  - Use the src, alt, width, and height attributes
  - Understand image formats
  - Describe the relationship between image size and resolution
  - Resize images with an image editor
  - Add multimedia to a web page using the HTML5 audio or video element
- Create an html table
  - Add a header to a table
  - Span rows and columns
  - Use cell padding and cell spacing
  - Make tables accessible
- Create an HTML form
  - Use the form element
  - Understand the difference between POST and GET
  - Create form controls such as text entry fields, buttons, menus and hidden data
- Make your forms accessible
- Layout your form in an attractive and user-friendly style

- Design a Web Page Using CSS
  - Understand CSS concepts and terminology
    - Explain the function, purpose and benefits of using CSS
    - Define inheritance, the cascade, specificity, rule order
    - Describe the ways CSS may be applied to web pages
  - Add basic CSS rules to a web page
    - Add styles to a web document
    - Create an external stylesheet and attach it to a web page
    - Format text
    - Use classes and ids
    - Apply colors and backgrounds
    - Use pseudoclass and pseudoelement selectors
  - Use the CSS Box Model
    - Describe the components of an element box
    - Set box dimensions
    - Add padding, borders and margins
  - Apply CSS Positioning to a web page
    - Float elements to left and right
    - Clear floated elements
    - Use relative, absolute and fixed positioning
  - Use fixed, liquid and elastic page layouts
    - Test and debug a website
      - Validate HTML and CSS
      - Upload a page to a web server using ftp

Program Objectives:

- Produce graphics, layout elements and applicable code
- Perform web programming including HTML, CSS, JavaScript, PHP, CMS or other technologies to develop a website
- Gather customer requirements and develop a project plan
- Develop, deliver and manage web site content
- Implement web site and hand over to user

Course Materials:

  by Jennifer Niederst Robbins.
  O'Reilly Publishing.

No special software is required for this course.
Instructor Information:

Professor Stephen Herd
Phone: 972-860-4329 (Office)
E-Mail: sherd@dcccd.edu
Office: K104 on the Brookhaven campus
Office hours: 3:00-4:30 p.m. Monday – Thursday

Course Outline:

- **Weeks 1-2: Unit A - Orientation; Wide World Web; Internet concepts**
  Basic structure of an HTML document; File naming conventions; Lists and alignment; page design and organization, elements and attributes
  Lab A- simple HTML page
- **Weeks 3-4: Unit B - Relative and absolute linking; File management; servers and FTP**
  Lab B: Second HTML page with links between pages
  Discussion Forum B: Web hosting and Domain names
- **Weeks 5-6: Unit C - Working with images and graphics; optimizing files, color and transparency**
  Lab C: Images and Thumbnails
- **Weeks 7-8: Unit D - CSS basics; Selectors; Typography, Color and Backgrounds**
  Project D - 3 page website with CSS
  Exam 1
- **Weeks 9-10: Unit E - Box Model and Positioning**
  Discussion Forum E: Web site design reviews
  Lab E: Box Model and Floated Elements
- **Weeks 11-12: Unit F: Tables and Forms**
  Discussion Forum F: Current Topics in Web Design
  Lab F: Table and Form
- **Weeks 13-14: Unit G - Dreamweaver**
  Lab G: Dreamweaver page(s)
- **Weeks 15-16: Unit H - CSS Layout and advanced CSS techniques**
  Project H - 5 page website with CSS layout
  Exam 2

Attendance/Participation Expectations:

- Students will attend class and participate in class exercises and discussions.
- Students will read the text chapters.
- Students will study and complete the assignments as designated by the instructor.
- For each lab assignment or project, students must demonstrate competency by achieving a score of 80% or higher before moving on to the next lab or project assignment.
- Students will complete assignments and tests in a timely manner.

**Grading Policy:**

You will accumulate course points for work done as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Maximum Points</th>
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<tbody>
<tr>
<td>2 Exams @ 75 points each</td>
<td>150</td>
</tr>
<tr>
<td>6 Lab Assignments @ 75 points each</td>
<td>450</td>
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<tr>
<td>2 Projects @ 100 points</td>
<td>200</td>
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<tr>
<td>4 Discussion Forums @ 50 points each</td>
<td>200</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
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**Important note:** You must achieve a score of 80% or better on each lab assignment or project in order to move on to the next assignment. This means a score of 60 or better on a lab or 80 or better on a project. You will have 3 attempts to achieve the 80% competency. Failure to achieve competency on any assignment could result in failing the course. See your instructor if you are having difficulty with a lab or project.

Your final course grade will be determined as shown:

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<th>Points Earned</th>
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<td>800-899</td>
<td>B</td>
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<tr>
<td>600-699</td>
<td>D</td>
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<td>000-599</td>
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**Late Points**

A late penalty of 5 points per week will be assessed on any assignment that is turned in late. Late assignments will be accepted up to 1 month following the due date. After 1 month, any missing assignments will receive a grade of 0.

Your grade point total is available under My Grades in eCampus.

**Last date to withdraw with a W:** November 14, 2019
Your instructor reserves the right to modify the course requirements, assignments, grading procedures and other related policies as circumstances dictate. Additional exam or course information may be posted in the Announcements section of the course throughout the semester.

All students in this course are expected to abide by the rules and regulations as set forth in both the DCCCD Code of Student Conduct and the Computer Use Policy. Failure to comply may result in legal and/or disciplinary action.

College Policies

Institutional Policies relating to this course can be accessed from the following link.

www.brookhavencollege.edu/syllabipolicies

Schedule

<table>
<thead>
<tr>
<th>Dates</th>
<th>Topics</th>
<th>Chapter Readings</th>
<th>Assignments</th>
<th>Corrections Due</th>
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<tr>
<td>Aug 27</td>
<td>Orientation</td>
<td>Chapters 1 - 2</td>
<td>Update email address in eCampus</td>
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<td>Sept 4-11</td>
<td>Unit A: Introduction to HTML5 and the Web</td>
<td>Chapters 3 - 5</td>
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<td>Unit B: Hyperlinks, FTP, File Management</td>
<td>Chapter 6</td>
<td>Discussion B due Sept 23</td>
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<td>Unit C: Images</td>
<td>Chapters 7, 10, 23-25</td>
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<td>Discussion E due Oct 28</td>
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<td>Lab G due Nov 25</td>
<td>Dec 3</td>
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| Nov 25- Dec 4 | Unit H: CSS Layouts | Chapters 16-18, 19 (partial) | Project H due Dec 9
| Last day to submit work: December 10, 2019
| Last day to drop with a W: November 14, 2019
| Exam 2 due Dec 11 |