**AIIQ3113: WEB DESIGN**

**PURPOSE OF THE COURSE**

The purpose of this course is to introduce students to basic web design using HTML (Hypertext Markup Language) and CSS (Cascading Style Sheets).

**EXPECTED LEARNING OUTCOMES**

At the end of this course, students should be able to:

1. Apply essential information architecture and usability principles to website evaluation and design;
2. Create standards-compliant websites using HTML and CSS;
3. Discuss important issues in web design, (e.g., accessibility, mobile web, global audience, copyright and privacy, web standards and policies).

**COURSE CONTENT**

Concept of web design, Introduction to web design, Role of internet. Website design and creation; Structure of a website, HTML coding, hyperlinks and colours, tables, forms and frames, Java scripts and animation. Defining goals. Understanding the user and client. ⋅ Gathering and organizing content. Translating organization into site layout, navigation and structure. ⋅ Visual design to support the goal and content. ⋅ User testing. Acquire XHTML (Extensible Hypertext Mark-up Language) web site development skills. Purpose and application of XHTML and related technologies. Structure and syntax of XHTML. Client-server concepts and web servers, generally. Posting web sites with FTP (File Transfer Protocol).Hand-coding v. visual development. Understand the range of currently available XHTML development tools. Free development software. Text editors. Other related tools and technologies, such as FTP software and server software. Evaluation and maintenance.

**COURSE SYLLABUS AND PLAN**

WEEK 1: Introduction to HTML Programming

WEEK 2: The Internet and the Web

WEEK 3: Designing Websites (Features of a good website)

WEEK 4: Introduction to HTML

WEEK 5: CAT 1

WEEK 6: HTML Editors

WEEK 7 – 9: HTML Formatting, Elements, Attributes

Week 9 - 10: HTML Tables, Links and Lists

WEEK 11 – 12: CAT 2 (Working Website)

**MODE OF DELIVERY**

Lectures, tutorials, class discussions, seminars

INSTRUCTIONAL MATERIALS/EQUIPMENT

Computers, LCD projector, internet access

**COURSE ASSESSMENT**

- Course Work = 30 marks

- Laboratory//Field work = 15 marks

- Continuous assessment tests = 10 marks

- General assignments = 5 marks

End Semester – Written Examination = 70 marks

**CORE READING MATERIALS**

1. Felke-Morris, T. (2017). Basics of web design: HTML5 & CSS3.
2. Lopuck, L. (2012). Web design for dummies. Hoboken, NJ: John Wiley & Sons.
3. Millhollon, M., Castrina, J., & Lothamer, L. (2016). Easy Web design. Redmond, Wash: Microsoft Press.
4. Niederst, R. J., Niederst, R. J., & Niederst, R. J. (2012). Learning web design: A beginner's guide to HTML, CSS, Javascript, and web graphics. Sebastopol, CA: O'Reilly.
5. Osborn, J., Smith, J., AGI Training Team.,& AGI Creative Team. (2011). Web design with HTML and CSS: Digital classroom. Indianapolis, IN: Wiley Pub.

**RECOMMENDED READING MATERIALS**

1. Campbell, M. (2015). Web design garage. Boston, Mass: Prentice Hall PTR.
2. Krug, S. (2013). Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability. 3rd edition. New Riders Press.
3. Niederst, J. (2013). Learning Web design: A beginner's guide to HTML, graphics, and beyond. Beijing [u.a.: O'Reilly.
4. Rosenfeld, L., Morville, P., & J. Arango (2015). Information architecture: For the Web and Beyond. 4th edition. O'Reilly Media.
5. Weinman, L., & Weinman, W. E. (2013). Creative HTML design: [ a hands-on html 4.0 web design tutorial]. Indianapolis, Ind: New Riders.