

WEB DESIGN FUNDAMENTALS

CONTACT INFORMATION

Catalog Course Code: WDD 142

Three-Letter Course Abbreviation: WDF

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Hours: Email or check with WDD administrator for hours
Email contact is preferred

COURSE DESCRIPTION

The Web Design Fundamentals Course examines the process of creating functional, standards-based content for the Internet. Students learn how to use XML and XHTML along with other standards to develop websites. This course explores using eXtensible HyperText Markup Language (XHTML) elements correctly to ensure that web page markup is compact and more easily understood.

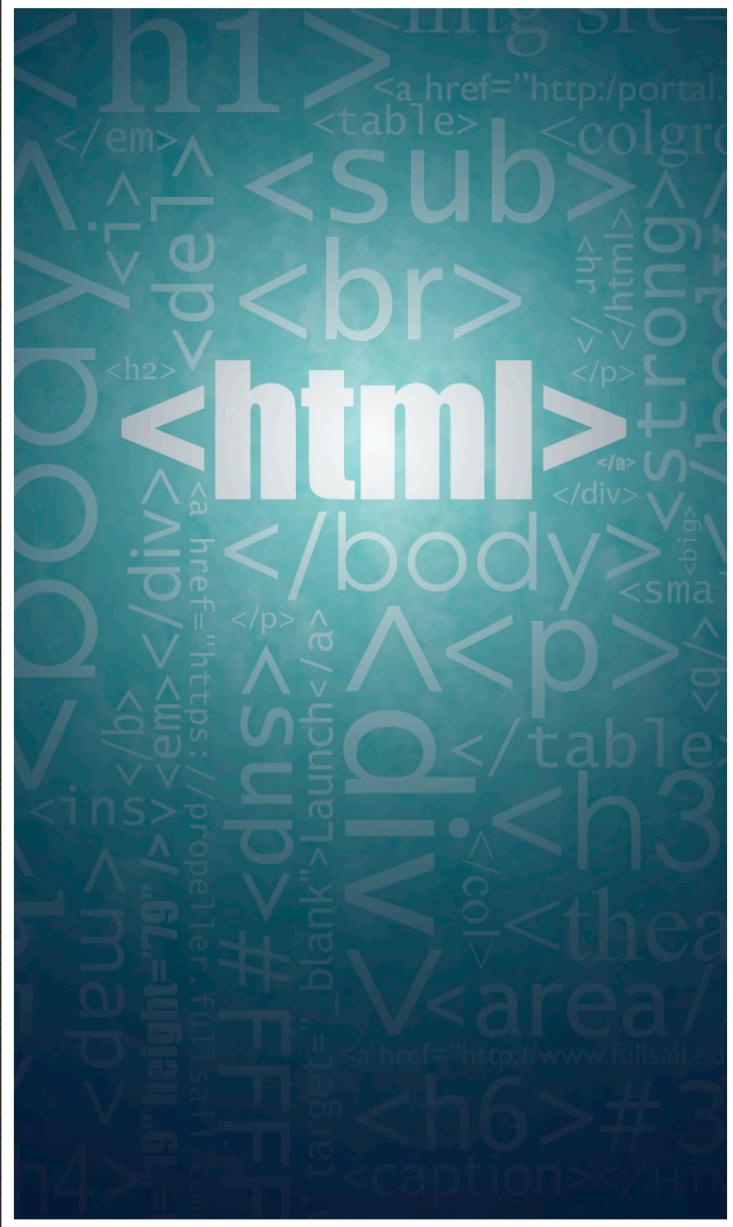
COURSE MATERIALS

- *Head First HTML with CSS & XHTML*, Elisabeth Freeman and Eric Freeman, O'Reilly Media
- Laptop

COURSE OBJECTIVES

Students will realize these objectives by completing the following milestones:

- Define web standards and explain why they are important
 - Understand the three components of web standards
 - List the benefits of using web standards
- Create valid HTML 4.01 Strict documents
 - Install and use a plaintext editor and a *Firefox* add-on
 - Describe an HTML element
 - Describe a basic HTML document
 - Define *document type declaration* (DOCTYPE)
- Create valid XHTML 1.0 Strict documents
 - Be familiar with the available XHTML DOCTYPES
 - Know the basic rules for XHTML
 - Explain block-level and in-line elements
 - Comprehend additional useful elements
 - Describe coding syntax best practices
 - Understand and use the *W3C* Markup Validation Service
- Add images to an HTML document
 - Understand the ** element
 - Define image optimization and image formats for the web
- Add various multimedia to an HTML document
 - Understand the *<object>* element
 - Use *JavaScript* to embed multimedia
- Link multiple web pages
 - Define id and class attributes
 - Understand the *<a>* element
- Be familiar with site structure
 - Explain how to organize files and folders
 - Know how to link between different folders
- Add tables to an HTML document
 - Describe the proper use of tables in HTML
 - Comprehend table elements
- Add forms to an HTML document
 - Describe how forms work in a browser
 - Understand form elements and how to contain them
- Create well-formed XML and understand various XML-based languages
 - Define XML
 - Explain the benefits of using XML
 - Know the rules for well-formed XML
 - List uses for XML
- Understand Section 508, WAI, and accessibility
 - Define accessibility
 - Describe ways to make more accessible HTML documents
- Check an HTML document for accessibility verification



- Use *Dreamweaver* to create valid HTML and CSS documents
 - State the pros and cons of using *Dreamweaver*
 - Understand *Dreamweaver's* interface
 - Know how to set *Dreamweaver's* preferences to create a valid HTML document

COURSE OUTCOMES

By the end of this course, students will be able to:

- Create functional web standards-based content
- Use HTML, XHTML, and XML markup languages to develop websites
- Add images, multimedia, links, tables, and forms to a web page
- Ensure websites validate to the standards set by the World Wide Web Consortium (*W3C*)

GENERAL EDUCATION COMPONENT

The students will use the skills learned previously in English Composition to contemplate and articulate constructive critiques they receive and give to fellow students.

DEGREE CONNECTION

Web Design Fundamentals introduces students to coding for the web and techniques used to develop standards-based websites. Courses that precede WDF provide a solid base for the knowledge they will gain in this class. Understanding networks and servers as well as usability and interaction design principles are essential skills for today's web designers and

developers. Being able to organize ideas and clearly present them to a client before starting to develop a website is also vital. This class will prepare students for future courses by introducing basic coding concepts and best practices, which they will use and build upon throughout the WDD degree program.

INDUSTRY CONNECTION

All web-based content relies on HTML for structure, and all web languages have their own syntax rules and coding best practices. All of these concepts are introduced in WDF. No matter which path a student decides to follow, the coding skills learned in WDF are fundamental to any career in the web design and development industry.

RESEARCH COMPONENT

An important component of WDF is student research. Labs include reading and viewing activities requiring research from online articles, blogs, videos, and tutorials to complement knowledge gained from lecture.

ADDITIONAL RESOURCES

The following books and online references are great resources to further students' education in web design and development:

- <http://www.w3schools.com/>
- <http://www.htmldog.com/>
- <http://www.smashingmagazine.com/>
- *HTML Mastery: Semantics, Standards, and Styling*, Paul Haine, Apress

- *HTML Dog: The Best-Practice Guide to XHTML & CSS*, Patrick Griffiths, New Riders Press
- *Designing with Web Standards*, Jeffrey Zeldman and Ethan Marcotte, New Riders Press
- *Web Standards Solutions: The Markup and Style Handbook*, Dan Cederholm, Apress

TOPICS COVERED

- | | |
|-----------------|----------------------|
| • Web Standards | • Links |
| • HTML | • Tables |
| • XHTML | • Forms |
| • Validation | • XML |
| • Images | • Accessibility |
| • Multimedia | • <i>Dreamweaver</i> |

LEARNING ACTIVITIES

Reading/Viewing Assignments

Students will read *Head First HTML with CSS & XHTML* and view various *lynda.com* videos to supplement material presented during lecture. These videos as well as chapters from the book have been specifically selected to closely follow the topics covered in the course.

Projects

Students will complete daily assignments to demonstrate their understanding of the material and ability to apply this knowledge to create web standards-compliant web content.

Lab Projects

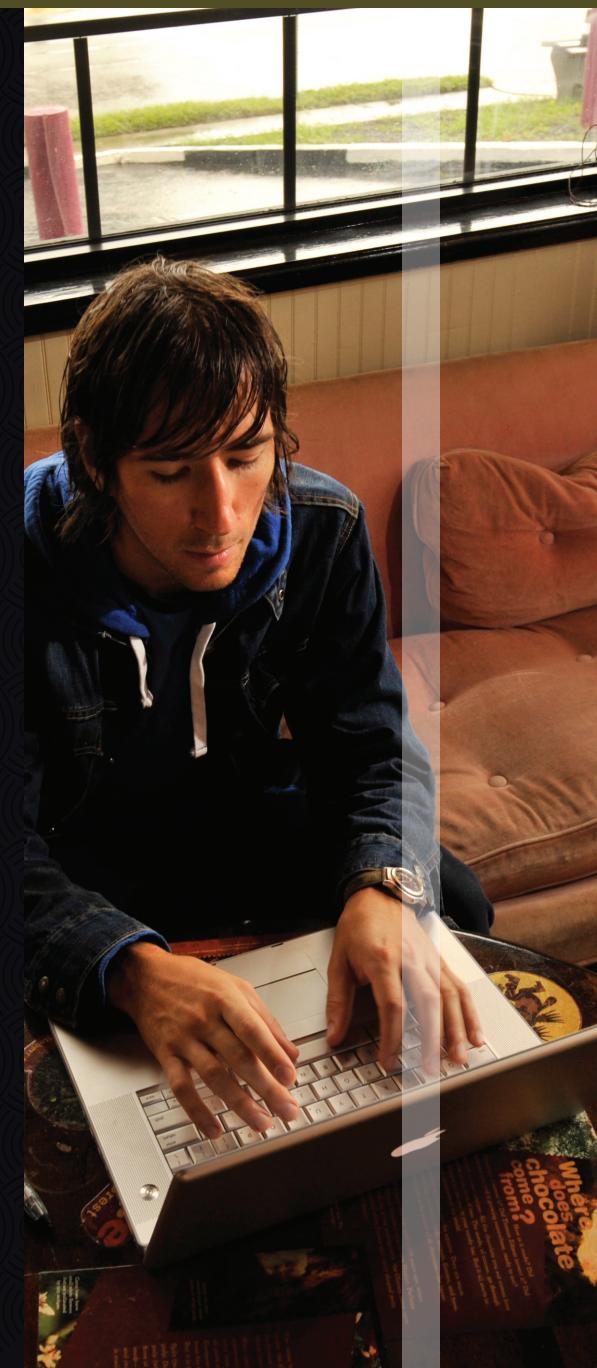
Students will complete lab exercises that will require them to implement their acquired knowledge of various topics learned throughout the course. Students will use HTML along with other standards set by the World Wide Web Consortium (*W3C*) to create functional web pages. The final requirement for these exercises is to successfully upload them to a server so they may be viewed in a web browser at a required web address.

GRADE WEIGHTS

Quiz 1	10%
Quiz 2	15%
Practical 1	15%
Practical 2	20%
Lab Assignments	30%
GPS	10%
Total	100%

STRATEGIES FOR SUCCESSFUL LEARNING

- Take notes, ask questions, and actively participate in the course.
- Don't wait until the last minute to complete assignments.
- Learn by playing, try out some code, and don't be afraid to make mistakes.
- Don't forget to have fun!



COURSE-SPECIFIC RUBRICS

Practical 1

Requirement	Value
HTML	20%
CSS	10%
Links	20%
Page Structure	10%
JavaScript	15%
Content	10%
Images	15%
Total	100%

Practical 2

Requirement	Value
HTML	20%
CSS	10%
Links	15%
Structure and Semantics	10%
Images	10%
Index Page	15%
Testimonials Page	5%
Contact Page	15%
Total	100%