Course Syllabus

# Course Name

Web Design Fundamentals

# Contact Information

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| Catalog Course Code: | WDD 142 |
| Three-Letter Course Abbreviation: | WDF |
| Instructor: | Christopher Vincze |
| Telephone: | 407.679.0100 ext. 8492 |
| Email: | cvincze@fullsail.com |
| Hours: | Check with WDD administrator for hours, or email  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 webpage markup is compact and more easily understood.

# Course Materials

* *Head First HTML with CSS & XHTML* by Elisabeth Freeman and Eric Freeman
* Laptop Computer

# Course Objectives

Through the various components of study and application, students will realize these objectives by completing the following milestones:

* Know what Web Standards are and why they are important
  + Understand the three components of Web Standards
  + Describe the benefits of using Web Standards
* Create valid HTML 4.01 Strict documents
  + Install and use a plain text 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
  + Understand the available XHTML DOCTYPES
  + Understand the basic rules for XHTML
  + Describe block level and inline elements
  + Understand additional useful elements
  + Describe coding syntax best practices
  + Understand and use the W3C Markup Validation Service
* Add images to an HTML document
  + Understand the <img /> element
  + Define image optimization and image formats for the web
* Add various multimedia to an HTML document
  + Understand the <object> element
  + Understand and use JavaScript to embed multimedia
* Understand how to link multiple web pages
  + Define id and class attributes
  + Understand the <a> element
* Understand site structure
  + Describe how to organize files and folders
  + Understand how to link between different folders
* Add tables to an HTML document
  + Describe the proper use of tables in HTML
  + Understand table elements
* Add forms to an HTML document
  + Describe how forms work in a browser
  + Understand form elements
  + Understand how to contain form elements
* Create well-formed XML and understand various XML-based languages
  + Define XML
  + Describe the benefits of using XML
  + Understand the rules for well formed XML
  + Describe 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 a valid HTML and CSS documents
  + Describe the pros and cons to using Dreamweaver
  + Understand Dreamweaver's interface
  + Understand how to set Dreamweaver's preferences to create a valid HTML document

# Course Outcomes

* Understand the process of creating functional Web Standards-based content
* Learn how to use HTML, XHTML, and XML markup languages to develop websites
* Understand how to add images, multimedia, links, tables, and forms to a webpage.
* Understand how to ensure websites validate to the Standards set by the World Wide Web Consortium (W3C)

# General Education Component

The students will use the General Education course, English Composition, to help them contemplate and articulate constructive critiques they receive and give to their fellow students.

# Degree Connection

Web Design Fundaments 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 built 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, concepts that are introduced in WDF. No matter which path a student decides to follow, the coding skills introduced in WDF are fundamental in 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 compliment the knowledge gained from lecture.

# Additional Resources

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

* http://www.w3schools.com/
* http://www.htmldog.com/
* http://www.smashingmagazine.com/
* *HTML Mastery: Semantics, Standards, and Styling* by Paul Haine
* *HTML Dog: The Best-Practice Guide to XHTML & CSS* by Patrick Griffiths
* *Designing with Web Standards* by Jeffery Zeldman and Ethan Marcotte
* *Web Standards Solutions: The Markup and Style Handbook* by Dan Cederholm

# Topics Covered

* Web Standards
* HTML
* XHTML
* Validation
* Images
* Multimedia
* Links
* Tables
* Forms
* XML
* Accessibility
* Dreamweaver

# Learning Activities

## Reading / Viewing Assignments

Students will read *Head First HTML with CSS & XHTML* by Elisabeth Freeman and Eric Freeman to supplement the material presented during lecture. Students will also view various *Lynda.com* videos. The chapters in the book and the videos have been selected to closely follow the subjects covered in the course.

## Projects

Students will have daily assignments to demonstrate they understand the material covered in the course and can apply this knowledge to create Web Standards-compliant web content.

## Lab Projects

Students will complete lab exercises that will require them to implement his or her acquired knowledge of the 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 webpages. The final requirement for these exercises is to successfully upload them to a server and be able to view them 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% |

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% |