

Syllabus
WEB 2010 W01 Web Design II: Design Fundamentals
Instructor: Leisa Caldwell
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Class Hours: 3
Credit Hours: 3
Lab Hours: 0

Catalog Course Description

This course teaches hands-on skills and knowledge that web design professionals are expected to understand. Students learn how to apply good design principles as they develop and publish websites. General topics include website development essentials (such as the development process, customer expectations, and ethical and legal issues), web design elements (such as the site user's experience, navigation, usability and accessibility, image files, graphical user interface site development software, and site publishing and maintenance), web design principles and aesthetics, and advanced web technologies (such as client-side and server-side technologies and web databases).

■ Online availability : This course is offered online. Check the semester course list in myPellissippi for current availability. Online courses may require proctored exams and quizzes. Students are responsible for any fees charged by some proctoring services.

Prerequisites

WEB 1600

Corequisites - None

Textbooks and Other Course Materials

Felke-Morris, T. *Web Development and Design Foundations with HTML5* (10th Edition). New York City, NY: Pearson Publishing; 2018. ISBN: 978-0-13-6681540

Week - Unit - Topic

1. Chapter 1-2 Brief Introduction to Terms and Concepts Related to the Internet and the Web with which Web Developers Need to be Familiar. Introduction to HTML5.
2. Chapter 3 Configuring Color and Text with CSS
3. Chapter 4 Visual Elements and Graphics.
4. Chapter 5 Web Design

5. Chapter 6 Page Layout
6. Chapter 7 Responsive Page Layout
7. Chapter 8 Tables
8. Chapter 9 Forms
9. Chapter 10 Web Development
10. Chapter 11 Web Multimedia and Interactivity
11. Chapter 12 E-Commerce Overview
12. Chapter 13 Web Promotion
13. Chapter 14 A Brief Look at JavaScript and jQuery
14. Final Project
15. Final Exam Week

Media Technologies, Web Technology Concentration, Program Outcomes

- I. Create media that communicate the desired message to the intended audience.
- II. Demonstrate mastery of the fundamentals within the medium of concentration.
- III. Apply various styles in communications media that display a grasp of both design and communication principles and techniques.
- IV. Demonstrate proficiency in the techniques, equipment, software, hardware and materials for the production of appropriate content within ever-evolving media.
- V. Demonstrate understanding of the rights and responsibilities of the artist, subject, client, user and employer, including intellectual property rights.

Course Goals

Note: Roman numerals after course objectives reference goals of the Media Technologies program.

The course will:

- A. Learn to use the Internet and its wide array of useful resources. (I,II,III)
- B. Use key Internet technologies, such as Web browsers, e-mail, newsgroups, File Transfer Protocol (FTP), and search engines. (II,III,VI)
- C. Use a variety of Web-based search engines to conduct advanced searches and learn the basics of electronic commerce and security issues. (III,VI)
- D. Create simple Web pages containing text, graphics, hyperlinks, and forms. (I, II, III).
- E. Learn to use Cascading Style Sheets (CSS) and study the basics of Extensible Hypertext Markup Language (XHTML), JavaScript, Dynamic HTML (DHTML), and the Document Object Model (DOM). (I, II, III, IV, V).
- F. Learn fundamental networking concepts and practices. (V, VI).
- G. Explain and apply layout elements for a web site. (II, III).
- H. Explain why navigation is critical and describe how browsers control navigation. (I,III)
- I. Explain the function of graphics in your web site. (I,II,IV)
- J. Apply Web design principles. (II,III)
- K. Add metadata to an HTML document. (I,II,III)
- L. Edit graphics and screen captures. (IV)

- M. Describe how JavaScript differs from HTML, Java, and Java applets. (I)
- N. Describe server-side technologies used to create dynamic content for web pages. (V,VI)
- O. Describe the anatomy of databases and define query types. (I)

Expected Student Learning Outcomes

Note: Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

The students will:

1. Describe how the client/server model functions on the Internet. (A)
2. View Web page source code. (B, E).
3. Access and download files using File Transfer Protocol (FTP). (A, B).
4. Describe the purpose of plug-ins and identify plug-ins and viewers, (A, C, E).
5. Identify various file formats, such as MPEG, MP3, MOV, AIFF, AU, WAV, AVI, EPS, TIFF, and RTF. (A, D, E, H, I).
6. Incorporate image files as stand-alone graphics into web pages, use the Web-safe color palette, and create backgrounds with color and tiled images. (D, F, J, L).
7. Create hyperlinks for text and images and link to local files, remote sites, and internal anchors within the same file. (F, H, J).
8. Use color and fonts to convey a company's culture and industry and identify colors in numeric formats. (A, J)
9. Define color depth and resolution. (B, J)
10. Define the HTML standard and identify the differences in HTML versions. (E,G, K)
11. Identify web accessibility issues and solutions. (E, G, L).
12. Use CSS for page structure. (E, G, L)
13. Use the META tag and its attributes to influence search engine results.(E,G, K)
14. Create and link to an external style sheet. (E,G)
15. Define and apply web design principles. (B,G, L)
16. Define programming concepts such as objects, properties, and methods. (B,G)
17. Identify ways in which JavaScript differs from HTML, Java applets, and Java. (B,G, M)
18. Define cookies and describe the ways in which they can be used to enhance a web site. (A,B,C,G, M, N)
19. Publish a web site. (A,B,C,G, L, M, N)

Evaluation

Testing Procedures: 32% of grade

Students will be given a series of cumulative theory exams during the semester and a final exam over course content at the end of the semester. Quizzes, Midterm Exam, and Final Exam.

Laboratory Expectations: N/A

Field Work: N/A

Projects/Assignments: 64% of grade. The projects and/or assignments will be uploaded to web server space.

Online Communication Tools: 4% of grade. Students will use email and course discussion board to communicate with the instructor and with each other.

Grading Scale

- A 90-100
- B+ 85-89
- B 80-84
- C+ 75-79
- C 70-74
- D 60-69
- F 0-59

College Policies

Attendance Policy

Students are expected to attend and participate in all scheduled class, laboratory, or clinical sessions. Absences result in missed learning opportunities, lower grades, and, in many cases, failure for the course. Prompt and regular attendance enhances the likelihood of student achievement while also instilling habits that will prepare graduates for success in the workplace.

Students who fail to maintain class progress, i.e. submit assignments regularly, will be reported for non-attendance. This could have a negative impact on any financial aid students may be receiving.

Financial Aid recipients are responsible for meeting attendance requirements for institutional, State and Federal Aid in order to maintain eligibility.

Please see Pellissippi State Policy 03:11:01, Academic Standards, for the complete policy.

Attention Financial Aid and/or HOPE Scholarship Recipients:

Maintaining continuous attendance in your classes is very important. If you are considering dropping or withdrawing from a course, please check with the Financial Aid Office before doing so. Dropping or withdrawing from a class can adversely affect your financial aid and/or lottery eligibility.

Academic Misconduct

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policy 04:02:00, Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

Accommodations for Students with Disabilities

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Disability Services (DS) in order to receive accommodations in this course. [Disability Services](http://www.pstcc.edu/sswd/) (www.pstcc.edu/sswd/) may be contacted via [Disability Services email](#) or by visiting Alexander 130.

Grade Appeal

A student may only appeal a final grade if one or more of the following conditions exist:

- Error in the calculation of the grade
- Substantial deviation from the syllabus
- Clear violation of Pellissippi State Community College and/or the Tennessee Board of Regents policies.

Students have a right to a clear explanation (from the instructor or dean, as appropriate) of actions taken by the instructor, such as how a grade was calculated. An appeal will not be considered because of general dissatisfaction with a grade, penalty, or outcome of a course. Disagreement with the instructor's professional judgement of the quality of the student's work and performance is also not an admissible basis for an academic appeal.

The first step in any appeal is to discuss the situation with the instructor. If no resolution is reached, the student's next step is to consult the dean of the academic department, who may continue the informal process of discussion and/or may inform the student of the process for a formal appeal.

Please see Pellissippi State Policy 03:11:01, Academic Standards, for the complete policy.

Non-Discrimination Statement

Pellissippi State Community College is an Affirmative Action/Equal Employment Opportunity employer and does not discriminate on the basis of race, color, religion, creed, ethnic or national origin, sex, sexual orientation, gender identity/expression, disability, age, status as a covered veteran, or genetic information in its programs and activities. See Pellissippi State Policy 00:03:00. Equal Opportunity & Non-Discrimination, and Policy 00:04:01, Accessible Informational Materials & Technologies. For questions or concerns, please contact [Annazette Houston](mailto:Annazette.Houston@pstcc.edu), Executive Director of Equity and Compliance, at ahouston1@pstcc.edu or 865-539-7401.

Suicide Prevention Statement

Pellissippi State Community College is committed to and cares about all students. If you or someone you know at Pellissippi State feels overwhelmed, hopeless, depressed, and/or is thinking about dying by suicide, supportive services are available. The National Suicide Prevention Lifeline at 1-800-273-TALK (8255) provides access to trained telephone counselors, 24 hours a day, 7 days a week or the Crisis Text Line by texting "TN" to 741741. Veterans may also wish to contact the Veterans Crisis Line at 1-800-273-8255 (press 1) or Text 838255. Counseling is available to Pellissippi State students at all campuses.

Continuation of Class in the Event of Prolonged Closure of the College

In the event of a prolonged closure of Pellissippi's physical campus, this class will continue as an online only class with no change in procedure, delivery of course material or submission of student assignments.

Mask Statement

To help keep our campus community safe and healthy, Pellissippi State is recommending all faculty, staff, students, and visitors to wear face masks while inside campus buildings when social distancing guidelines of 6 feet or more cannot be maintained.

The College encourages everyone to follow other recommended good health practices, both while on campus and out in the community, such as frequent hand washing; refraining from sharing food, drink, or personal items such as cell phones; and avoiding crowded areas.