



COURSE OUTLINE

2012/2013

COURSE NAME: Intermediate Web Design and Development

COURSE CODE: DMIT166

COURSE DESCRIPTION

This course applies the various concepts and theories learned in the first semester. Students will integrate web scripting into increasingly complex and functional websites, applying standard principles of design for specific Web objectives. Prerequisites: DMIT102 and DMIT108

Course Credits: 4

Pre-requisites: DMIT 108, DMIT 102

LEARNING OUTCOMES

OUTCOME	Upon successful completion of this course, you will be able to
1	implement various approaches to the layout of a third generation web site using XHTML and CSS.
2	implement multiple CSS tools and techniques in the construction of a third generation web site.
3	demonstrate how to influence Internet mechanics for a web site including search engine positioning and the gathering of basic web site statistics.
4	identify and incorporate intermediate design features into their build of a single page portfolio website to accepted standards of usability
5	demonstrate standardized industry approaches to the design and build a website to a client's satisfaction.

STUDENT EVALUATION

OUTCOME	ACTIVITY DESCRIPTION	MARK DISTRIBUTION
1, 2, 3, 4 and 5	Bucket Assignments	15%
3 and 5	Documentation Assignment	10%
1, 2, 3, 4 and 5	Client Design Assignment	30%
1, 2, 3 and 4	Portfolio Assignment	30%
1 and 3	Web Quiz	10%
1, 2, 3, 4 and 5	Classroom Engagement	5%
TOTAL		100%

MAJOR TOPICS

OUTCOME	MAJOR TOPIC
1	Conditional Comments for IE
1	The CSS cascade
1	Elastic, Absolute, Liquid and Hybrid Layouts
2	Utilizing CSS for Mobile, Printing and Accessibility
2	Incorporating HTML forms and JavaScript
2	Embedding You Tube video
2	CSS Pseudo classes
2	RSS Feeds
3	Sitemaps and Robots files
3	Search Engine listings
3	Web Hosting
3	Website Performance testing
4	1, 2 & 3 column designs
4	Second Generation Web Pages
5	Design Documentation
5	Web site Research & Development
5	Phased deployments
5	Client Interactions

COMPLETION REQUIREMENTS

Standard C or no less than 50%. Students are required to maintain an overall GPA of a 2.3 (C+) in years 3 and 4 of their program.

OPTIONAL LEARNING RESOURCES

Elizabeth Castro, HTML, (X)HTML, and CSS Visual QuickStart Guide, Peachpit Press, 2007 ++, 0-321-43084-0, Sixth or newer
Charles Wyke-Smith, Stylin' with CSS a Designer's Guide, New Riders, 2008 ++, 0-321-5255606, Second or newer
Dan Cederholm and Ethan Marcotte, Hanscrafted CSS, New Riders, 2010, 0-321-65853-1, Video

STUDENT EQUIPMENT AND SUPPLIES

Internet Access and a portable digital storage device of sufficient size.

DELIVERY METHOD

This course will be taught using a variety of delivery methods which may include face-to-face, online, or blended teaching platforms. Activities such as collaborative exercises/assignments, seminars, labs, discussion, audio/visual presentations, case studies, and practicums may be used to support learning.

ADDITIONAL INFORMATION

What is this course all about?

This course is the intermediate stop in your web development and design abilities. The web today is a masterful concoction of disparate technologies. Much of the web has evolved beyond the pointers to sources of information that it started out as. Institutions of entertainment, education and communications have significant interest in utilizing the web to deliver their services. Intermediate web design and development continues to re-enforce the basics of (X) HTML and CSS and advances the student across the intermediate level through the completion of assignments that demonstrate the skills of a web designer/developer to create a full featured modern second generation web page.

We will challenge you this term to find a client for your web design skills, and you will attempt to fulfill their web communication requirements. Your Instructor will provide leadership and direction to you throughout the client needs assessment and design process.

There are a number of necessary skills for any web designer/developer. Search engine optimization is used in pretty much every professional web site. As well as the ability to provide knowledgeable information about hosting a website and collecting basic statistics about web site usage and performance.

This course provides the intermediate web developer with the skills to take their site to the next level.

STUDENT RESPONSIBILITY

Enrolment at NAIT assumes that the student will become a responsible citizen of the Institute. As such, each student will display a positive work ethic, assist in the preservation of Institute property, and assume responsibility for his/her education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

EQUITY STATEMENT

NAIT is committed to providing an environment of equality and respect for all people within the learning community, and to educating faculty, staff, and students in developing inclusive teaching and learning contexts that are welcoming to all.

Changes to This Course Outline: Every effort has been made to ensure that information in this course outline is accurate at the time of publication. The Institute reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.

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