

CCS.1153-Web Development

2 units lecture, 1 unit laboratory

Lecture: 2 times a week – 2 hours and 30 minutes x 14 weeks

Laboratory: 3 times a week – 3 hours and 45 minutes x 14 weeks

Course Description

This course will provide a basic understanding of the methods and techniques of developing a simple to moderately complex website. Using the current standard web page language, students will be instructed on creating and maintaining a simple web site. After the foundation language has been established, the aid of a web editor will be introduced. A second web-based language will be included to further enhance the web sites.

Course Outline

An Introduction to Web Design and Development: Environment and Tools

- The Internet and the World Wide Web
- Accessing Information on the Web
- Selecting a Service Provider
- Web Browsers
- Alternative Web Page Viewing Devices
- Search Engines/Portals
- Impact of the Internet and the Web
- Types of Web Sites
- Tools for Creating Web Pages
- Web Design Roles

Web Publishing Fundamentals

- Advantages of Web Publishing
- Basic Design Principles
- Writing for the Web
- Copyrights and Web Text
- Color and the Web
- Impact of Color
- Noteworthy Issues Regarding Web Development

Planning a Successful Website Part 1

- Web Site Development Process
 - Define the Purpose
 - Identify the Audience
 - Plan the Content
 - Plan the Structure
- Planning for the 5th Stage
 - Home Page
 - Splash Page
 - Underlying Pages

Planning a Successful Website Part 2

- Page Size and Information Placement

- Establish A Visual Connection
- Color Scheme
- Layout
 - Grids
 - Tables
 - Style Sheets
- The Web Pages Sample Plan
- The Navigation
- User-Based Navigation
- User-Controlled Navigation
- Navigation Elements

Typography and Graphics

- Typography
- Typography Tips
- Selecting Styles and Type
- Graphics
 - Sources for Graphics
 - Graphics File Formats
 - Preparing and Optimizing Graphics
 - Graphics Tips and Techniques

Multimedia and Interactivity

- Multimedia
 - Animation
 - Downloadable and Streaming Media
 - Audio on the Web
 - Video on the Web
- Interactivity
 - Online Forms
 - Additional Interactive Page Elements
 - Java Applets and JavaScript

Testing, Publishing, Marketing and Maintaining a Website

- Website Testing
- Website Publishing
 - Acquiring Server Space
 - Obtaining a Domain Name
 - Uploading Your Web Site
 - Web Folders
- Marketing the Web Site
- Maintaining and Updating the Web Site