Faculty:

Course Outline

Faculty Availability:

Course Name: Web Design (MDCP 102)

Associate Dean:
Robert Richardson
robert.richardson@humber.ca

Academic Year: 2020-2021

Schedule Type Code: LLB

Land Acknowledgement

Humber College is located within the traditional and treaty lands of the Mississaugas of the Credit. Known as Adoobiigok [A-doe-bee-goke], the "Place of the Black Alders" in Michi Saagiig [Mi-Chee Saw-Geeg] language, the region is uniquely situated along Humber River Watershed, which historically provided an integral connection for Anishinaabe [Ah-nish-nah-bay], Haudenosaunee [Hoeden-no-shownee], and Wendat [Wine-Dot] peoples between the Ontario Lakeshore and the Lake Simcoe/Georgian Bay regions. Now home to people of numerous nations, Adoobiigok continues to provide a vital source of interconnection for all.

Equity, Diversity and Inclusion Taskforce Vision Statement

Humber College and the University of Guelph-Humber (Humber) are leaders in providing a learning, working and living environment that recognizes and values equity, diversity and inclusion in all its programs and services. Humber commits to reflect the diversity of the communities the College serves. Students, faculty, support and administrative staff feel a sense of belonging and have opportunities to be their authentic selves.

School	Faculty of Media & Creative Arts
Programs	Advertising & Graphic Design (04701) Advertising and Marketing Communications (04621) Journalism (04751) Media Communications (11681) Public Relations (04761)
Course Name:	Web Design (MDCP 102)
Pre-Requisite(s)	none
Co-Requisite(s)	none
Pre-Requisite(s) for	ADMC 255, GRAF 250, MDCM 157
Equates	none
Restrictions	Postsecondary; Faculty of Media & Creative Arts
Credit Value	3
Total Course Hours	42

Developed By:	**Prepared By:**	**Approved by**

Sean Doyle

Robert Richardson

Course Description

Students employ the principles of planning and working with HTML and CSS with an overall goal of building websites that are aligned with strategic goals. Students engage in class discussions, critiques, in-class exercises and assignments to conceptualize, plan and build websites. Students will experience an introduction to design fundamentals coupled with markup and content strategies, leading to web pages optimized for search engines, as well as human accessibility. Through the use of Photoshop, students will prepare images for the web. Content Management Systems (CMS) including WordPress will be introduced.

Course Rationale

Students will gain foundational knowledge in planning and building the structure and strategic content for basic websites using HTML and CSS, and the WordPress content management system. Through these skills and techniques, a student will gain the baseline web literacy skills expected by industry, and additional skills that will provide a competitive advantage in the workplace.

Program Outcomes Emphasized in this Course

Advertising & Graphic Design (04701)

- Produce effective visual communications through the application of design theories and principles according to specifications.
- Use a variety of technologies to capture and manipulate design elements in producing a final product.
- Apply typographic skills and knowledge to produce effective visual communications.

Advertising and Marketing Communications (04621)

- Participate in the development of creative solutions to address advertising and marketing communications* challenges.
- Complete all work in a professional, ethical and timely manner.

Journalism (04751)

- Apply computer and technical skills to a range of production and research functions in journalism.

- Write and edit complex content for a range of media platforms.

- Publish and broadcast content for a range of media platforms.

Media Communications (11681)

- Design and create content for websites, using current software applications.

- Capture, scan, download, save, store, and manipulate digital images using current software applications.

- Develop a portfolio of communications' products and strategies for a variety of projects and audiences.

Public Relations (04761)

- Write and edit clear, accurate, targeted copy aligned to organizational objectives, appropriate for the chosen channel(s)* and to a specified deadline.
- Apply visual, audio, multimedia and interactive elements, fundamental design principles and accessibility standards, independently and collaboratively, to enhance the production of effective, timely communications appropriate for diverse channels* and audiences.
- Select and use current and emerging technologies to enhance the quality and delivery of public relations activities and support organizational effectiveness.

Course Learning Method(s)

- Problem Based Learning (PBL)
- Lecture

- Online

Learning Outcomes and Assessments

Learning Outcome	Lesson Objectives	Summative Assessments	Formative Assessments
Create HTML files using semantically appropriate HTML markup to include various forms of content including: headings, paragraphs, lists, images, and tables.		- Written Assessment: 1-Basic Profile Page - Written Assessment: 2-Portfolio Site	- Written Assessment: Quiz 1-HTML Basics - Written Assessment: Lab Exercises
Create links to external websites, and build navigation to link the pages of a website.		- Written Assessment: 2-Portfolio Site - Written Assessment: 3-WordPress Portfolio	- Written Assessment: Lab Exercises - Written Assessment: Quiz 1-HTML Basics
Compose the look and layout of a web page with inline, internal, and external CSS styling.		- Written Assessment: 1-Basic Profile Page - Written Assessment: 2-Portfolio Site - Written Assessment: 3-WordPress Portfolio	- Written Assessment: Lab Exercises - Written Assessment: Quiz 2-CSS Positioning
Create custom web-ready images, logos, and background images using digital tools.		- Written Assessment: 2-Portfolio Site - Written Assessment: 3-WordPress Portfolio	Written Assessment: Lab Exercises

Learning Outcome	Lesson Objectives	Summative Assessments	Formative Assessments
Analyze and modify existing HTML and CSS files created by someone else.		- Written Assessment: 3-WordPress Portfolio	- Written Assessment: Lab Exercises
Create website designs with wireframe diagrams and mockups using digital tools, and create web pages based on provided mockups.		- Written Assessment: 2-Portfolio Site	- Written Assessment: Lab Exercises
Create a WordPress account and build a portfolio website with the WordPress content management system.		- Written Assessment: 3-WordPress Portfolio	- Written Assessment: Lab Exercises
Create or gather content for a web page designed to meet strategic objectives and accessibility requirements.		- Written Assessment: 2-Portfolio Site - Written Assessment: 3-WordPress Portfolio	- Written Assessment: Lab Exercises

Assessment Weighting

Assessment	Weight
Written Assessment:	
Quiz 1-HTML Basics	5%
Lab Exercises	40%
1-Basic Profile Page	10%
Quiz 2-CSS Positioning	5%
2-Portfolio Site	20%
3-WordPress Portfolio	20%
Total	100%

Modules of Study

Module	Course Learning Outcomes	Resources	Assessments
Course Overview; Web and Websites Overview	• create HTML files using semantically appropriate HTML markup to include various forms of content including: headings, paragraphs, lists, images, and tables.	As provided by instructor.	• Written Assessment: 1-Basic Profile Page
HTML - Review and Part 2	• create HTML files using semantically appropriate HTML markup to include various forms of content including: headings, paragraphs, lists, images, and tables.	As provided by instructor.	• Written Assessment: 1-Basic Profile Page • Written Assessment: 2-Portfolio Site • Written Assessment: Quiz 1-HTML Basics • Written Assessment: Lab Exercises
Introduction to Cascading Style Sheets (CSS)	• compose the look and layout of a web page with inline, internal, and external CSS styling. • analyze and modify existing HTML and CSS files created by someone else.	As provided by instructor.	• Written Assessment: 1-Basic Profile Page • Written Assessment: 2-Portfolio Site • Written Assessment: 3-WordPress Portfolio • Written Assessment: Quiz 2-CSS Positioning • Written Assessment: Lab Exercises
Course Overview; Web and Websites Overview	• create HTML files using semantically appropriate HTML markup to include various forms of content including: headings, paragraphs, lists, images, and tables.	As provided by instructor.	• Written Assessment: 1-Basic Profile Page

Module	Course Learning Outcomes	Resources	Assessments
CSS Part 2	- compose the look and layout of a web page with inline, internal, and external CSS styling. - analyze and modify existing HTML and CSS files created by someone else.	As provided by instructor.	- Written Assessment: 2-Portfolio Site - Written Assessment: 3-WordPress Portfolio - Written Assessment: Quiz 2-CSS Positioning - Written Assessment: Lab Exercises
CSS Positioning Part 1	create website designs with wireframe diagrams and mockups using digital tools, and create web pages based on provided mockups.	As provided by instructor.	- Written Assessment: 2-Portfolio Site - Written Assessment: Lab Exercises
CSS Positioning Part 2	- compose the look and layout of a web page with inline, internal, and external CSS styling. - create website designs with wireframe diagrams and mockups using digital tools, and create web pages based on provided mockups.	As provided by instructor.	- Written Assessment: 2-Portfolio Site - Written Assessment: 3-WordPress Portfolio - Written Assessment: Quiz 2-CSS Positioning - Written Assessment: Lab Exercises

Module	Course Learning Outcomes	Resources	Assessments
Web Design Strategies	• create website designs with wireframe diagrams and mockups using digital tools, and create web pages based on provided mockups. • create or gather content for a web page designed to meet strategic objectives and accessibility requirements.	As provided by instructor.	• Written Assessment: 2-Portfolio Site • Written Assessment: Lab Exercises
Design to Development	• create HTML files using semantically appropriate HTML markup to include various forms of content including: headings, paragraphs, lists, images, and tables. • compose the look and layout of a web page with inline, internal, and external CSS styling. • create website designs with wireframe diagrams and mockups using digital tools, and create web pages based on provided mockups.	As provided by instructor.	• Written Assessment: 2-Portfolio Site • Written Assessment: Lab Exercises
Working with Images	• create custom web-ready images, logos, and background images using digital tools.	As provided by instructor.	• Written Assessment: 2-Portfolio Site • Written Assessment: 3-WordPress Portfolio • Written Assessment: Lab Exercises
Introduction to the WordPress Content Management System	• create a WordPress account and build a portfolio website with the WordPress content management system.	As provided by instructor.	• Written Assessment: 3-WordPress Portfolio • Written Assessment: Lab Exercises

Module	Course Learning Outcomes	Resources	Assessments
WordPress Part 2: Customization and Portfolio Content	• create a WordPress account and build a portfolio website with the WordPress content management system.	As provided by instructor.	• Written Assessment: 3-WordPress Portfolio • Written Assessment: Lab Exercises
WordPress Part 3: Modifying your Theme	• create a WordPress account and build a portfolio website with the WordPress content management system.	As provided by instructor.	• Written Assessment: 3-WordPress Portfolio
WordPress Part 4: Implementing Social Media and Search Engine Optimization (SEO)	• create a WordPress account and build a portfolio website with the WordPress content management system. • create or gather content for a web page designed to meet strategic objectives and accessibility requirements.	As provided by instructor.	• Written Assessment: 3-WordPress Portfolio

Supplemental Resources

As provided by your instructor.
Duckett, J. (2014). *HTML & CSS: Design and build websites*. Indianapolis, IN: John Wiley & Sons Inc. ISBN- 10: 1118008189
www.lynda.com (accessed through http://www.humber.ca/lynda/)

Additional Tools and Equipment

- Download the Brackets text editor from http://brackets.io/
- Adobe Photoshop (wait until instructed to in class)
- WordPress paid account (wait until instructed to in class)

Essential Skills

Section	Skills	Measurement	Details
Information Management	Gathering and managing information Selecting and using appropriate tools and technology for a task or project Computer literacy Internet skills	Teach and measure	• Lecture and lab. • Lab, quiz, assignments.

Section	Skills	Measurement	Details
Communication	Writing	Teach and measure	- Lecture and examples. - Assignment.
Critical Thinking and Problem-Solving	Analysing Decision-Making Creative and Innovative Thinking	Teach and measure	- Discussion and examples. - Portion of assignment

Prior Learning Assessment Recognition (PLAR)

PLAR is not available for this course.

Course Specific Policies and Expectations

See Program Handbook

Academic Regulations

It is the student's responsibility to be aware of the College Academic Regulations. The Academic Regulations apply to all applicants to Humber and all current students enrolled in any program or course offered by Humber, in any location. Information about academic appeals is found in the Academic Regulations. Access the Regulations here: https://humber.ca/admissions/office-of-the-registrar/academic-records/academic-regulations.html

Accessible Learning Services

Humber strives to create a welcoming environment for all students where equity, diversity and inclusion are paramount. Accessible Learning Services facilitates equal access for students with disabilities by coordinating academic accommodations and services. Staff in Accessible Learning Services are available by appointment to assess specific needs, provide referrals and arrange appropriate accommodations. If you require academic accommodations, contact:

Accessible Learning Services: http://www.humber.ca/student-life/swac/accessible-learning

North Campus: (416) 675-6622 X5090

Lakeshore Campus: (416) 675-6622 X3331

Academic Integrity

Academic integrity is essentially honesty in all academic endeavors. Academic integrity requires that students avoid all forms of academic misconduct or dishonesty, including plagiarism, cheating on tests or exams or any misrepresentation of academic accomplishment.

Disclaimer

While every effort is made by the professor/faculty to cover all material listed in the outline, the order, content, and/or evaluation may change in the event of special circumstances (e.g. time constraints due to inclement weather, sickness, college closure, technology/equipment problems or changes, etc.). In any such case, students will be given appropriate notification in writing, with approval from the Dean (or designate) of the School.

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