This course provides students with advanced web site production techniques. Exploration and projects in complex Internet communications using multiple computer applications, such as Adobe Photoshop, Adobe Dreamweaver and Wordpress to produce state of the art commercial web sites and e-commerce shopping carts.

**COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:**
1. Demonstrate more complex web page functions.
2. Introduce movement and animation to web page designs.
3. Produce web addresses that provide a multitude of features and functions.
4. Employ multiple web design applications.
5. Practice web site construction for complicated projects.
6. Apply billing procedures to web site construction and management.
7. Extend working knowledge of HTML hard coding.
8. Utilize web connection functions to build sites that will work with a variety of servers.

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COURSE CONTENT:

LECTURE CONTENT:

A. ADVANCED WEB SITE CONSTRUCTION
   1. A second look at the tools of construction to learn additional functions.
   2. Multiple information sources by linking.
   3. Color choices to expand design and interest.
   4. Shapes for function and information storage.
   5. Slicing to add more information to a page.
   6. Image Ready site planning and construction.
   7. Advanced optimizing in Photo Shop.

B. HTML HARD CODING
   1. Review of HTML codes, tabs and hyperlinks.
   2. Adding art to the code table.
   3. Reading and repairing codes.

C. MOVEMENT IN WEB PAGES
   1. Animation programs and how they work in the web.
   2. Getting the most visual movement for the least memory.
   3. Simple shapes that become believable animations.
   4. Introduction to Flash.

D. ADVANCED LAYOUT DESIGNS
   1. Choices in type, color, position and content.
   2. Producing good rollover buttons and photo pop-ups.
   3. Building links to other sites.
   4. Creating desired viewer actions and responses.
   5. Providing good contact back channels for clients.

E. WEB SITE MEMORY MANAGEMENT
   1. The benefits of optimizing to acceptable quality.
   2. Building good jpeg and gif images.
   3. Learning advanced slicing techniques.
4. Getting the most out of limited memory.

F. OPERATING A WEB DESIGN BUSINESS
   1. Adding up to billing.
   2. Conducting good relations with clients.
   3. Portfolio building and display.
   4. The proper use of a business web site for your own business.
   5. Finding and keeping clients.

LABORATORY CONTENT:

All lab time will be spent working on the projects that are assigned to strengthen the understanding of the above listed modules presented in the lecture.

Interface Design
   A. Designing asic interfaces for the Web
   B. Accessing information and dealing with access issues
   C. Design links and navigation pathways
   D. Organize information
      1. Chunking information
      2. Establishing hierarchy
      3. Establishing relationships

Site Design
   A. Site organization
   B. Determine site elements
   C. Incorporate internet design factors

Page Design
   A. Balance pages
   B. Design grids for pages
   C. Choosing font styles
   D. Establish consistency
   E. Solve cross platform issues
   F. Choose editorial style

Web Graphics
   A. Manipulate color display
   B. Consider different graphic file formats
   C. Optimize graphics

Web Multimedia and Animation
   A. Design and build audiovisual elements
   B. Incorporate digital videos
   C. Incorporate digital audio
METHODS OF INSTRUCTION:

A. Lecture:
B. Lab:
C. Online:
D. Independent Study:

INSTRUCTIONAL TECHNIQUES:

Learning/teaching strategies will include lecture, demonstration, text readings, exercises, practice, and tutorial instruction. Students will view the demonstrations via video tutorials on a CD or the Internet, then complete the assignments. Students will view examples for the purpose of assessing the effectiveness and functionality of the projects. The students will interact with the instructor via email, voice mail, and the websites they maintain.

Instructional methods will include providing online lecture material (additional information and/or clarification for weekly assignments or readings), monitor online group activities and conduct online class discussions. Student activities will include: viewing/downloading instructor's syllabus, class information, class assignments and calendar, and discussion group instructions. Students will submit assignments via email attachments or course websites.

COURSE ASSIGNMENTS:

Reading Assignments

Application management textbooks prepared for various web site preparation programs. Also, magazine articles dealing with web design and layout practices. A third reading area would be to look at a lot of web sites currently on the web to evaluate techniques and functions.

Out-of-class Assignments

Maintain a reference file for good web site designs. Keep a log on client contact activities. Prepare and give demonstrations on web site preparation techniques. Work with class project clients to create a web site.

Writing Assignments

Prepare site diagram layout sketches for proposed projects. Write a proposal to a company on how you could improve their Internet efficiency. Create multiple site designs for the same program. And, make a "boring" product or company look very "interesting."

METHODS OF STUDENT EVALUATION:

Projects (ind/group)
Problem Solving Exercises
Oral Presentations
Skills Demonstration

Demonstration of Critical Thinking:

Explain the design and layout of a complex web site design. Critique a given web site and give suggestions for improvements. Create a simple "working" web site out of a complicated "confusing" application.

Required Writing, Problem Solving, Skills Demonstration:

Prepare site diagram layout sketches for proposed projects. Write a proposal to a company on how you could improve their Internet efficiency. Create multiple site designs for the same program. And, make a "boring" product or company look very "interesting."

TEXTS, READINGS, AND RESOURCES:

TextBooks:
LIBRARY:
   Adequate library resources include:
   Comments:
Attachments:
   Attached Files