

## Introduction to Web Design

### Course Description

In Introduction to Web Design, students will learn the basics of how to design websites with a professional appearance. Students will also learn how to keep them current with effective content management techniques. Some of the topics covered will include: web access and browsing, as well as web page development in Hyper Text Markup Language (HTML) as well as the essentials of styling with Cascading Style Sheets (CSS), and web site deployment and maintenance. Students will integrate all of the above skills by completing a web development project.

### Course Learning Outcomes

Upon successful completion of this course, the student will have reliably demonstrated the ability to:

1. Compare web access services.
2. Use web search engines efficiently.
3. Design and develop a website according to set criteria using HTML, CSS and Javascript.
4. Test and maintain websites.

### Essential Employability Skills

This course supports the students' ability to:

1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.
3. Use a variety of thinking skills to anticipate and solve problems.
4. Locate, select, organize, and document information using appropriate technology and information systems.

### Text & Learning Materials

Hogan, Brian P. HTML5 and CSS3: Develop with Tomorrow's Standards Today  
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<b>Class</b>	<b>Topics</b>	<b>Readings/ Materials</b>	<b>Outcomes</b>	<b>Evaluations/ Assignments</b>
1	Web Access and Browsing	Websites	Define the Internet and the World Wide Web. Describe Web site, Web page, home page. Discuss different Web connection methods and the role of Internet Service Providers. Search, locate and access information on the Web. Describe the various tools for creating Web pages.	
2	Developing a Simple Web Page	Chapter 1	Configuring Page Properties. Entering and Formatting Text. Numbered and Bulleted Lists. Previewing Site Content in a Browser. Posting a Home page to the college web server.	Assignment 1: Create your home page and upload it to a web server
3	Enhancing Web Pages	Chapter 2	Inserting and Formatting Hyperlinks. Adding Graphic and Multimedia Elements. Creating Image Maps. Elements of Good Page Design.	Assignment 2: Image maps, .jpg versus .gif images
4	Using Tables	Chapter 3	Building Tables to Display Information. Using images within cells and sizing considerations. Image formatting.	Assignment 3: Create a professional looking product page with hyperlinks, custom bulleted lists
5	Web Design Concepts	Chapter 4	Understand how to use major web site design principles such as balance, proximity, contrast, focus, and unity to create successful Web pages and sites. Develop a multi-step design plan for a Web site which would include the appropriate use of multimedia and interactivity. Create a Web site following the developed plan.	Assignment 4: Create mock-up and wireframe of site
6	Creating Online Forms	Chapter 5 Selected Web sites	Building forms to collect user information. Use different types of input fields. Submitting user information to the server.	Assignment 5: Build contact form with a simple survey

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7	Styling with CSS	Chapter 6	Understanding Cascading Style Sheets. Working with External Style Sheets. Using Embedded Style Sheets. Using Inline Styles.	Assignment 6: Style existing site using CSS
8	Styling with CSS	Chapter 6	Creating and Using CSS Classes. Special effects. Styling for the printer	Assignment 7: Finish existing site
9	Web Site Publishing and Maintenance	Chapter 7	Test the created Web site following the necessary steps. Understand and apply the process of acquiring server space and obtaining a domain name. Utilize several different methods of uploading a Web site. Explain the steps necessary to test, update, backup and maintain a Web site after publishing. Describe and apply Web-based marketing methods such as search engines and submission services.	
10	Begin Final Project		Using the tools learned, design, wireframe and mock-up a 5 to 10-page Web site	
11	Continue Project		Create the Web site based on the design, wireframe and mock-up using HTML5 and CSS3 All code must validate and be standards compliant	
12	Critique Project		We will go through the finished product looking at the overall design as well as the underlying code	