GID 57: WEBSITE DESIGN & DEVELOPMENT II

Foothill College Course Outline of Record

Heading	Value
Effective Term:	Summer 2022
Units:	4
Hours:	3 lecture, 3 laboratory per week (72 total per quarter)
Degree & Credit Status:	Degree-Applicable Credit Course
Foothill GE:	Non-GE
Transferable:	CSU
Grade Type:	Letter Grade (Request for Pass/No Pass)
Repeatability:	Not Repeatable

Student Learning Outcomes

- Create web pages that effectively demonstrate proficiency with HTML/xHTML and CSS and validate according to current standards for class critique and portfolio presentation.
- Apply basic JavaScript functionality in a web page
- Demonstrate a working knowledge of web page design concepts, webpage usability and accessibility, and browser compatibility

Description

Introduction to HTML/XHTML for coding fully functional webpages and websites. Emphasis on writing well-formed markup using current web standards and coding technologies, design concepts, usability, accessibility, and browser compatibility. Brief introduction to JavaScript, HTML5, and XML.

Course Objectives

The student will be able to:

a. investigate and demonstrate the related concepts of local development and remote server through the use of FTP to set up a website.
b. demonstrate a working knowledge of website design concepts, usability, and accessibility, and browser compatibility.
c. create websites that effectively demonstrate proficiency with HTML/XHTML and CSS and validate according to current standards for class critique and portfolio presentation.
d. apply basic JavaScript and introduce advanced topics of HTML5 and XML.
e. demonstrate a working knowledge of search engine optimization techniques.

Course Content

a. Investigate and demonstrate the related concepts of local development and remote server through the use of FTP to set up a website
b. Demonstrate a working knowledge of website design concepts, usability, and accessibility, and browser compatibility
    i. Review of the anatomy of a webpage
    ii. Current and developing standards
    iii. Browser compatibility issues
c. Create websites that effectively demonstrate proficiency with HTML/XHTML and CSS and validate according to current standards for class critique and portfolio presentation
    i. Produce a working multi-page website using HTML/XHTML and CSS which will validate according to the W3C for current HTML/XHTML standards
    ii. HTML/XHTML major tag types and attributes
    iii. CSS inline, internal, and external; classes and IDs
d. Apply basic JavaScript and introduce advanced topics
    i. Introduction to JavaScript
    ii. HTML5 tags and concepts
    iii. XML models and sitemaps
e. Demonstrate a working knowledge of search engine optimization techniques
    i. Create Google Webmaster and Analytics accounts

Lab Content

a. FTP
b. HTML text, headings, links
c. Lists, tables
d. Images and image maps
e. CSS
f. Positioning and navigation using div tags and CSS
g. Forms
h. Iframes and multimedia
i. JavaScript
j. HTML5
k. XML
l. SEO

Special Facilities and/or Equipment

1. A lecture room equipped with instructional computer, high resolution color monitor, software; projection system, and lighting suitable for displaying projected media. An integrated or separate facility with student workstation configurations to include hard drives, color monitors, mice, keyboards, and software.
2. When taught via Foothill Global Access: ongoing access to computer with JavaScript-enabled internet browsing software, media plug-ins, and relevant computer applications.

Method(s) of Evaluation

Methods of Evaluation may include but are not limited to the following:

Completed student projects
Participation in class critiques
Classroom discussions

Method(s) of Instruction

Methods of Instruction may include but are not limited to the following:

Lectures on technical and conceptual concepts in website design and development
Discussion and critique of projects and representative media
Group discussions that address the creative problem solving process and technical concepts
Demonstration of website design and development techniques

Representative Text(s) and Other Materials

Femke-Morris, Terry. Web Development Design Foundation. 2020.

Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments

a. Example reading assignment: Textbook reading topic HTML coding techniques for links
b. Example writing assignment: Assignment 2 - hand in HTML/CSS markup for links including inline comments explaining the markup and layout of the page

Discipline(s)

Computer Information Systems or Graphic Arts