

GID 58: WEBSITE DESIGN & DEVELOPMENT III

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

- Student should be able to create websites using techniques for producing HTML, CSS, Javascript, rich media, and reusable assets within Adobe Dreamweaver.
- Demonstrate a working knowledge of search engine optimization techniques.
- Implement a website on a remote server through the use of FTP

Description

Website design and production using an HTML editor software, with an emphasis on application of current HTML/CSS coding technologies, design concepts, usability and accessibility, organizing page content, producing dynamic pages, incorporating rich media, and reusable elements. Large scale website development with emphasis on site management, and webpage delivery to multiple platforms. Develop proficiency with web production software Adobe Dreamweaver.

Course Objectives

The student will be able to:

1. Create websites for class critique and portfolio presentation that:
 - a. Demonstrate a thorough knowledge of website design concepts.
 - b. Demonstrate an understanding of usability and accessibility as related to developers' and end users' needs.
 - c. Demonstrate proficiency with HTML/XHTML and CSS.
 - d. Apply basic JavaScript.
 - e. Are validated webpages according to current standards.
 - f. Function effectively across multiple browsers.
2. Investigate the related concepts of local development and remote server implementation through the use of FTP.
3. Implement a website on a remote server through the use of FTP.
4. Investigate advanced topics of HTML5 and XML.
5. Demonstrate a working knowledge of search engine optimization techniques.

Course Content

1. Survey of website design using Adobe Dreamweaver
 - a. Dreamweaver workspace
 - b. FTP site setup
 - c. Compare software applications with hand coding HTML and CSS markup
2. Create websites using techniques for producing HTML and CSS markup, JavaScript, rich media, and reusable assets within Adobe Dreamweaver
 - a. HTML and CSS
 - i. Create HTML and CSS in Design view
 - ii. Create HTML and CSS in Code view
 - iii. Validate HTML and CSS markup in Dreamweaver
 - iv. Apply accessibility techniques in Dreamweaver
 - v. Apply Search Engine Optimization (SEO) in Dreamweaver
 - vi. Testing and troubleshooting HTML and CSS in Dreamweaver
 - b. JavaScript
 - i. Create JavaScript automatically within the Dreamweaver application
 - ii. Hand code JavaScript within the Dreamweaver application
 - iii. Testing and troubleshooting JavaScript in Dreamweaver
 - c. Incorporate rich media
 - i. Produce rich media in Dreamweaver
 - ii. Edit rich media in Dreamweaver
 - iii. Create reusable elements and reuse them in Dreamweaver
 - iv. Testing and troubleshooting rich media in Dreamweaver
 - d. Reusable assets
 - i. Produce reusable HTML and CSS elements in Dreamweaver
 - ii. Edit reusable HTML and CSS elements in Dreamweaver
 - iii. Reuse HTML and CSS elements in Dreamweaver
 - iv. Produce other reusable assets in Dreamweaver
 - v. Testing and troubleshooting reusable assets in Dreamweaver
3. Dreamweaver site management tools
 - a. Page navigation
 - b. Link checking
 - c. FTP
 - d. Website synchronization
4. Multi-platform website development
 - a. Web
 - b. Mobile

Lab Content

1. Dreamweaver workspace
2. HTML
3. CSS
4. JavaScript
5. Rich media
6. Reusable elements
7. Markup code validation
8. Accessibility
9. Search Engine Optimization (SEO)
10. FTP
11. Testing and troubleshooting

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 software and techniques

Representative Text(s) and Other Materials

Maivald, James. Adobe Dreamweaver Classroom in A Book. 2020.

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

1. Example reading assignment: Read How to Transfer files to and from your web host
2. Example writing assignment: Explain the process of using Adobe Dreamweaver to upload website files to a server and synchronizing those files
3. Example outside of class assignment: Create a 10 page website and upload it to your web host

Discipline(s)

Computer Information Systems or Graphic Arts