

LINC 70: WEB PAGE DESIGN OVERVIEW

Foothill College Course Outline of Record

Heading	Value
Effective Term:	Summer 2023
Units:	1
Hours:	1 lecture per week (12 total per quarter)
Advisory:	Basic computer skills and knowledge of Macintosh or Windows operating systems; familiarity using web browsers, email, bookmarking, searching, and downloading; not open to students with credit in LINC 200; students may enroll in LINC 70 or 70B, but not both, for credit.
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

- Compare and contrast the different purposes of web sites.
- Design pages using appropriate web standards
- Plan and build a Web site

Description

Hands-on overview of how to design and create webpages using current online authoring tools, such as Google Sites, Wix, Weebly, or others. Advantages of different online web authoring tools will be analyzed. Techniques covered include building multiple pages; adding images, widgets, videos, banners, social media, calendars, and other features to create a neat, professional looking website. No knowledge of HTML is required.

Course Objectives

The student will be able to:

1. Plan a website
2. Design pages using appropriate web standards
3. Import images
4. Create links
5. Work with tables in a webpage
6. Apply interactive design features (e.g., rollovers, image swaps, etc.)
7. Incorporate appropriate accessibility features

Course Content

1. Plan website
 - a. Gather all related elements together
 - i. Images and other media elements
 - ii. Related text documents
 - iii. All linked webpages
 - b. Save and title webpages
 - c. Hypertext Markup Language (HTML)
 - i. Discuss layout limitations
 - ii. If appropriate for software, compare code view vs. design view
2. Design pages using appropriate web standards
 - a. Web-only colors
 - b. Font styles
 - c. Paragraph formatting
3. Import images
 - a. Images title appropriate for web
 - b. Image format appropriate for web (jpg, gif, or png)
 - c. Image size appropriate for web
4. Create links
 - a. Link between pages in same website
 - b. Link to outside webpage
 - c. Create anchors to link within webpage
5. Work with tables
 - a. Simple tables within document
 - b. Control page layout using tables
6. Apply interactive design features
 - a. Rollovers
 - b. Drop-down menus
 - c. Image swaps
7. Incorporate appropriate accessibility features
 - a. Alt tags for images and other non-text elements
 - b. Captioning for videos
 - c. Text headings and hierarchy
 - d. Table formatting

Lab Content

Not applicable.

Special Facilities and/or Equipment

1. When offered on/off campus: Lecture room equipped with projector, whiteboard, and a demonstration computer connected online. Computer laboratories equipped with computers or laptops with internet access.
2. When taught via the internet: Students must have current email accounts and ongoing access to computers with web browsing capability and internet access.

Method(s) of Evaluation

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

- Developing a website project
- Presenting the project to peers and providing constructive feedback on peer projects
- Making constructive contributions to class discussions

Method(s) of Instruction

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

Lecture presentations delivered in student-centered learning style, during which students take notes, follow demonstrations, or complete an activity

Facilitated discussions of live presentations, readings, or video presentations

Student presentations in small group and whole class situations

Representative Text(s) and Other Materials

Instructor-assigned notes, materials, and resources, including instructional materials, open education resources, multimedia, and websites.

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

1. Reading assignments include analysis of texts, selected examples, and student projects
2. Writing assignments include a course project and multiple developmental projects, reflections, discussion responses, and peer feedback on projects
3. Outside assignments include project planning and development, participation in online peer collaboration activities, and project development through an iterative process

When taught online, these methods may take the form of multimedia and web-based presentations. Assignments will be submitted online as well.

Discipline(s)

Instructional Design/Technology