# INTERNATIONAL ACADEMY OF DESIGN & TECHNOLOGY
## LAS VEGAS, NV
### Master Course Outline

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| Course Title: | Web Design II |
| Course Number: | DESIGN210 |
| Instructor Name: | |
| Instructor Email and Contact Information: | TBA (Ex: Teacher Name, Email Address, Phone Number, and Office Hours) |
| Credit/Clock Hours: | 4 Credit Hours<br>50 Contact Hours |
| Course Length: | 10 Weeks |
| Course Schedule: | TBA (Ex: Term Dates & Class Meeting times) |
| Unit of Academic Measurement (Select One): | _____ Clock Hours<br>__X__ Quarter System<br>_____ Semester System |
| Prerequisites: | DESIGN110 - Web Design I |
| Course Description: | Students will be introduced to the concepts governing website design and implementation. Students will explore a number of design problems, including: interface design, navigation, look and feel and design process. |
| Learning Objectives: | Upon completion of this course, the student should be able to:<br>• Design and develop working interfaces for Web sites;<br>• Demonstrate an understanding of user centered design in web interfaces;<br>• Apply the use of industry standard tools and applications in the Web site design process; and<br>• Develop a client-centered website. |

| Instructional Methods: | ☐ Case Study | ☒ Collaborative Learning |
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| | ☐ Debate | ☒ Demonstration |
| | ☐ Didactic Questioning | ☐ Drill and Practice |
| | ☐ Experimentation | ☐ Field Trip |
| | ☐ Games | ☐ Inquiry |
| | ☒ Lectures | ☐ Small Group Discussion |
| | ☒ Large Group Discussion | ☐ Multimedia |
| | ☒ Observation | ☐ Problem Solving |
| | ☒ Research | ☐ Role Playing |
| | ☐ Simulation | ☐ Text Presentation |
| | ☐ Threaded Discussion | |
| **Course Website** | Course materials are accessible via the student portal. | |
| **Email Account** | Students will be provided with a personal email account upon admission to the program (e.g. JohnDoe22@IADTOnline.com). Students are responsible for checking this email account, as it will be used for purposes of communication between instructor and student. | |
| **Required Textbook(s)** | Software Specific Textbook | |
| **Optional Textbook(s)** | | |
| **Additional Required Resources & Supplies:** | Domain name<br>Web hosting service<br>Recordable media | |

| Assessment Criteria: | Assessment Exercise | Percentage of Total Grade |
|---|---|---|
| | Projects | 70% |
| | Examinations / Quizzes | 20% |
| | Classroom Activities and Participation | 10% |
| | TOTAL | 100% |
| Grading Scale | Letter Code    Description and Percentage Range<br>A             100 - 90<br>B             89 - 80<br>C             79 – 70<br>D             69 – 60<br>F             59 and below | |
| Library Assignment(s): | Information literacy is defined by the American Library Association as the ability to "recognize when information is needed and have the ability to locate, evaluate, and use effectively the needed information." The development of information literacy has been defined as a learning outcome for this program and as a learning objective for this course. Students in this course will be required to:<br>• Define the need for information required to solve problems;<br>• Effectively access needed information;<br>• Critically evaluate information and its sources;<br>• Utilize information effectively to solve problems; and<br>• Adhere to copyright policies and standards for citation.<br>Opportunities for the development of skills in information literacy and use of the CECybrary will be determined by the instructor through specific assignments and activities. | |
| Portfolio Assignment: | Program portfolios provide a recommended and demonstrable means to assess student competencies.  The instructor for this class will provide students will an opportunity to select an assignment from those required for inclusion as part of the program portfolio. | |

Topical Outline:

| Week Number | Description of Content |
| --- | --- |
| 1 | Review web fundamentals<br>Intro to Dreamweaver interface<br>Embedded Stylesheets<br>Hosting<br>• Purchasing a domain name<br>• Purchasing hosting space |
| 2 | Design process<br>• Needs analysis<br>• Planning<br>• Design<br>• Development<br>• Testing and feedback<br>• Implementation<br>Advanced Box model |
| 3 | Web page layout<br>• Fixed and flexible page layouts<br>• Resolution independent layouts<br>• The use of active white space<br>Advanced CSS – embedded style sheets |
| 4 | Interface-Design Principles<br>• Purpose driven design<br>• User Centered Design<br>• Effective Site Navigation<br>• Intuitive interface design<br>Layout with CSS |
| 5 | Accessibility<br>• Handicap and minority access<br>• Cross platform design<br>• Browser independent design<br>• Bandwidth uninhibited design<br>• Importance of testing and feedback<br>Layout with CSS |
| 6 | Templates<br>Embedding other media (Flash, Video, etc) |
| 7 | Forms and Server Side Scripts |
| 8 | Advanced Dreamweaver techniques and Client Side Scripts |
| 9 | Search Engine Optimization |
| 10 | Web 2.0 design<br>Discuss static vs dynamic design |