Western Technical College

10201132 Web Design 2

Course Outcome Summary

Course Information

Description	In this course students will build upon the knowledge gained in Web Design 1 and integrate more advanced tools and techniques using industry standard web development applications and tools. Macintosh platform.
Career Cluster	Arts, A/V Technology and Communications
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	72

Textbooks

No textbook required.

Learner Supplies

Student registering for this course must purchase a website hosting plan and register a domain name by the start of the third week of class. The hosting plan will be used to post websites throughout the semester. We will explore options during the first week of class to help decide which hosting company you'd like to use. $5-10/month or $15-35/year. Sometimes the domain is included free in the hosting prices for the first year. **Vendor:** To be discussed in class. Required.

Success Abilities

1.   Cultivate Passion: Enhance Personal Connections

2.   Cultivate Passion: Expand a Growth-Mindset

3.   Cultivate Passion: Increase Self-Awareness

4.   Live Responsibly: Develop Resilience

5.   Live Responsibly: Embrace Sustainability

6.   Live Responsibly: Foster Accountability

7.   Refine Professionalism: Act Ethically

8.   Refine Professionalism: Improve Critical Thinking

9.   Refine Professionalism: Participate Collaboratively

10.   Refine Professionalism: Practice Effective Communication

Experiential Learning

1.   Community Based Learning Project

Program Outcomes

1.   Apply the principles of design to develop strategic marketing and communication products and services.

2.   Demonstrate proficiency in the use of design software, tools and technology.

3.   Implement creative solutions from concept through completion using a formal process.

4.   Apply effective legal and ethical business practices and project management skills.

5.   Communicate artwork rationale in formal and informal settings.

6.   Collaborate with clients/industry.

Course Competencies

1.   Write HTML code with industry leading software.

Assessment Strategies
1.1.   Digital File Review

Criteria

You will know you are successful when

1.1.   you type HTML tags with correct opening and closing tags.
1.2.   you memorize HTML tags.
1.3.   you use only lowercase letters in HTML tags.
1.4.   you save HTML documents with the correct extension.
1.5.   you preview pages in a web browser.
1.6.   you fix errors in HTML.
1.7.   you organize code visually.

Learning Objectives
1.a.   Write HTML tags
1.b.   Examine HTML documents for coding errors
1.c.   Use correct extensions

2.   Employ usability testing techniques.

Assessment Strategies
2.1.   Critique
2.2.   Case Study

Criteria

You will know you are successful when

2.1.   you run usability tests with screen capture software.
2.2.   you mark usability issues in usability software.
2.3.   you improve usability with testing data.
2.4.   you make the purpose of a site obvious.
2.5.   you employ established navigation conventions.

Learning Objectives

2.a.   Produce easy-to-use sites.
2.b.   Implement usability software during design process.
2.c.   Employ established usability guidelines.

3.   Write list-based navigation.

Assessment Strategies
3.1.   Digital File Review
3.2.   Critique

Criteria

You will know you are successful when

3.1.   you make all text based navigation a structured list.
3.2.   you style list items with CSS.
3.3.   you style the list element with CSS.
3.4.   you style links within a list with CSS.
3.5.   you create nested lists for drop down navigation.
3.6.   you use CSS to hide and reveal nested navigation list.
3.7.   you style pseudo elements with CSS.

Learning Objectives
3.a.   Use HTML lists for website navigation.
3.b.   Code HTML dropdown navigation.
3.c.   Change appearance of list based navigation through CSS

4.   Use modern CSS capabilities.

Assessment Strategies
4.1.   Digital File Review

Criteria

You will know you are successful when

4.1.   you code border-radius using CSS.
4.2.   you code box-shadow using CSS.
4.3.   you code text-shadow using CSS.
4.4.   you code gradients using CSS.
4.5.   you set opacity using CSS
4.6.   you code transitions using CSS.
4.7.   you link one CSS document to multiple web pages.
4.8.   you update appearance of site with an external style sheet.

Learning Objectives
4.a.   Customize property styles with CSS.
4.b.   Use external style sheets.
4.c.   Code CSS animation.

5.   Employ third party technologies.

Assessment Strategies
5.1.   Digital File Review

Criteria

You will know you are successful when

5.1.   you employ free third party web font services.
5.2.   you acquire legal self hosted web fonts.
5.3.   you integrate web fonts into CSS rules.
5.4.   you employ a JavaScript plugin.
5.5.   you modify code in a JavaScript plugin.
5.6.   you use third party widgets.
5.7.   you modify code in third party widgets.

Learning Objectives
5.a.   Employ javascript library frameworks.

5.b. Use rich web typography.
5.c. Employ dynamic widgets.

6. Practice search engine optimization.

Assessment Strategies
6.1. Reflection
6.2. Digital File Review

Criteria

You will know you are successful when

6.1. you populate headings and paragraphs with keyword phrases.
6.2. you name files, images and alternate text with keyword phrases.
6.3. you optimize page titles and meta description tags with keyword phrases.
6.4. you avoid blackhat search engine optimization techniques.
6.5. you link site to popular web analytics service.
6.6. you decipher web analytics data to inform site iterations.

Learning Objectives
6.a. Choose relevant file names.
6.b. Write relevant content.
6.c. Use analytics software.

7. Produce a hosted web site.

Assessment Strategies
7.1. Digital File Review
7.2. Presentation

Criteria

You will know you are successful when

7.1. you link a domain name to a web server.
7.2. you choose a hosting company.
7.3. you acquire login credentials for a web server.
7.4. you use FTP application to copy a root folder to a web server.
7.5. you upload only necessary files to the web server.
7.6. you proofread published site in several browsers and operating systems.
7.7. you revise published site locally.
7.8. you set up email account with custom domain.

Learning Objectives
7.a. Acquire website hosting.
7.b. Customize settings of hosting account.
7.c. Coordinate local and remote sites.
7.d. Evaluate accuracy of published web sites.

8. Write HTML tables.

Assessment Strategies
8.1. Digital File Review

Criteria

You will know you are successful when

8.1. you plan tables on paper before coding in HTML.
8.2. you present only tabular data using HTML tables.
8.3. you apply table, tr, td, th and caption tags.
8.4. you combine cells using colspan and rowspan attributes.
8.5. you refrain from using presentation values in table tags.
8.6. you control size of table elements using CSS.
8.7. you control appearance of table elements using CSS.

Learning Objectives
8.a. Write tables in HTML.

      8.b.   Customize table appearance with CSS

9. Produce responsive web layouts.

Assessment Strategies

9.1.   Digital File Review
9.2.   Critique

Criteria

You will know you are successful when

9.1.   you provide multiple layouts through CSS media queries.
9.2.   you use logical breakpoints in site designs.
9.3.   you relatively size images.
9.4.   you size text with relative units.
9.5.   you resize text for different viewports.
9.6.   you use a mobile-first workflow.

Learning Objectives

9.a.   Provide responsive web layouts.
9.b.   Adapt image size to viewport.
9.c.   Adapt text size to viewport.