Syllabus: Web Design

Course Overview:
Do you want to create your own personal place on the Internet to start an online business or personal social site? In this Web Design course, students will use a variety of design software to organize, create, publish, and manage a web site. Course content includes creating a variety of graphic elements including video, animations, rollover effects, backgrounds, and page images.

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<th>Department:</th>
<th>Department/Course Website (if applicable):</th>
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<td>Business, Marketing, and Information Technology</td>
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<th>Course Number:</th>
<th>Instructor:</th>
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<td>BUS4010</td>
<td>Erato/Rittman</td>
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<tr>
<th>Credits Earned/Length of Course:</th>
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<td>.5 Credits/Semester Course</td>
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<th>Prerequisites:</th>
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Course Standards:
- [Common Core State Standards for Literacy in All Subjects](#)
- [Common Core State Standards for Mathematics -- Standards for Mathematical Practice](#)
- [Wisconsin Common Career Technical Core Standards](#)
- [Wisconsin Standards for Business & Information Technology](#)

Course Assessment(s): *(Update with additional specificity)*
- Summative assessments for units--Web Page Project in each unit demonstrating skills used in the unit and objective test
- Information about formative assessments--Daily check and feedback on progress

Course Outline (including Unit(s) of Time and Essential Questions):

**Unit # 1 Designing and Planning Web Pages**
Time: approximately 7-10 hours
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Unit Essential Questions
- What are the design principles used when creating web pages?
- What is HTML and CSS and how are they different from each other?
- What are the criteria for evaluating the quality of websites?

Sequence of focus lessons
- Basic Site Evaluation
- Color Theory
- Web Standards
- Planning a Website

Unit #2 Creating Pages with HTML
Time: approximately 5-8 hours

Unit Essential Questions
- What are the basics of HTML coding?

Sequence of focus lessons
- Pre-Coding
- Basic HTML Markup
- HTML Lists
- Creating Links
- Creating a Data Table
- HTML Video

Unit #3 Formatting Web Pages with Style Sheets
Time: Approximately 16-20 hours

Unit Essential Questions
- How is the visual look of web pages controlled by using Cascading Style Sheets?

Sequence of focus lessons
- Introduction to Cascading Style Sheets
- Color in CSS
- Typography in CSS
- The Box Model in CSS
- The Role of ID and Class in CSS
- Page Layout Techniques

Unit #4 Graphics
Time: Approximately 11-17 hours

Unit Essential Questions
- What are effective uses of graphics on web pages?
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- How can you get digital images and reformat them?
- How can you create basic graphics for use on a web page?

**Sequence of focus lessons**
- Introduction to Web Graphics
- Creating a Web Photo Album
- Creating a Button
- Creating a Web Page Banner

**Unit #5 Scripting**
Time: Approximately 8-10 hours

**Unit Essential Questions**
- How is website content organized?
- How is the navigation structure designed to be consistent across all of the pages in the website?

**Sequence of focus lessons**
- Overview of Scripting on the Web
- JavaScript

**Unit #6 Quality Control**
Time: Approximately 3-6 hours

**Unit Essential Questions**
- How can websites be tested for quality?

**Sequence of focus lessons**
- Validating Websites
- Testing Usability

**Unit #7 Website Management and Authoring Tools**
Time: Approximately 3-6 hours

**Unit Essential Questions**
- What are some website management and authoring tools?

**Sequence of focus lessons**
- Basic Features of Web Authoring Software
- Publishing on the Web

**Unit #8 Client Website**
Time: Approximately 6-20+ hours. Varies depending on complexity and student

**Unit Essential Questions**
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- How do you plan, design, develop and test a website using the skills learned in the course?

**Sequence of focus lessons**
- Client Website-Planning, Constructing, and Quality Control

**Unit #9 Career Development/21st Century Skills (Ongoing)**
- How do the skills and knowledge I am learning in this class get applied within a job setting?
- How can I work with a team to develop an answer to a question or solution to problem?
- How I apply the skills that my future employers will value?

**Texts, Technology, and Resources:**
Web Design & Development curriculum from University of Washington
http://www.washington.edu/accesscomputing/webd2/

Digital Design: Foundation of Web Design curriculum from Adobe Education Exchange
http://edex.adobe.com/digital-design

Adobe Creative Suite

**Behavior/Attendance Policy:**
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**Grading Policy:**
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