

Byng High School

Fundamentals of Web Design

Syllabus

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Course Number:	8153 (OK Promise Approved)
Pre-requisite:	Fundamentals of Technology or Business and Computer Technology
Career Cluster/Pathway:	Information Technology/Web and Digital Communications Business, Management and Administration/Administrative & Information Support Marketing Sales and Service/Integrated Marketing
Career Majors:	E-Business Specialist, E-Commerce Specialist, E-Marketing Specialist, Interactive Media Specialist, Multimedia Assistant, Office Information Specialist, Web Designer (Entry Level), Webmaster, Web Producer, Web Specialist
Length:	1 Carnegie Unit (60 class periods theory/115 class periods lab)

Course Description:

Students will acquire fundamental web authoring skills and design strategies through the application of XHTML incorporating Cascading Style Sheets and future trends in web programming/scripting. Once XHTML foundation skills are achieved, students will utilize a WYSIWYG editor and/or a graphics application package to produce standards based web sites. (This course can be substituted with Web Authoring Languages. This course can be substituted for Design Tools and Electronic Marketing in the animation career majors).

Specific Learning Competencies – Upon successful completion of this course, the student will be able to:

1. Explain and implement web design concepts, including page layout, font and color selection, graphic images, copyright and ethics, audience usability, file hierarchy, and navigation.
2. Select and implement basic web technologies, such as XHTML tables and frames, metadata, and Cascading Style Sheets.
3. Use Web production applications and tools to create and manage pages and sites, create animated GIFs, and edit graphic image files, to enhance the user's experience.
4. Identify the Internet governing organizations and legal issues.
5. Understand how to research Internet standards, register a domain name and the basic principles of the domain name system (DNS).
6. Identify the relationship between IP addresses and domain names, including: assignment of IP addresses within a subnet.
7. Define Internet communications protocols.
8. Demonstrate ways to communicate effectively and efficiently transfer text and binary files using the Internet.

9. Identify security-related issues related to Internet clients in the workplace and configure user customization features in web browsers including: preferences, caching, cookies.
10. Construct a web page using a text editor and XHTML coding incorporating forms, frames.
11. Distinguish between and be able to use absolute and relative pathnames.
12. Identify differences in platforms, browsers, display settings, etc., and related accessibility issues.
13. Design and apply essential aspects of the cascading style sheets standard for page layouts.
14. Define style precedence and style inheritance.
15. Identify pre-production requirements including storyboarding, researching, budgeting, drafting proposals, contracts and requirements documents, prioritizing, etc.
16. Identify and incorporate standards for usability, ease of navigation, accessibility, and internationalization.
17. Identify and construct appropriate "voice" for web delivery.
18. Follow steps involved for testing, optimizing, hosting, and implementation of website.
19. Identify and use design and color principles for Web pages.
20. Identify steps in the web site planning development and/or maintenance process.
21. Define electronic commerce (e-commerce) and related technologies and concepts necessary to develop a secure, useful interface (i.e., storefront).
22. Represent technical issues to a non-technical audience.

Methods of Instruction:

Lectures, class discussions, hands-on-training, demonstrations, projects and performance evaluation.

Evaluation/Grading System:

- Daily Assignments 25 points
- Projects 50 points
- Weekly Participation Grade 10 points
- Test/Quizzes 50-100 points

Grading Scale:

- 90-100 A
- 80-89 B
- 70-79 C
- 60-69 D
- 0-59 F

Required Testing:

- Brainbench:
 - HTML (267)
 - Dreamweaver (276)

Course Textbooks and Instructional Resources:

- HTML, XHTML, and CSS Complete, Sixth Edition, Shelly Cashman Series
- Revealed, The Web Collection, Adobe CS5
 - Dreamweaver
 - Flash
 - Fireworks
- www.ieclass.com
- <http://www.wix.com>
- <http://www.weebly.com>