

# VCIM-1570: WEB PUBLISHING I: HTML

---

## Cuyahoga Community College

**Viewing: VCIM-1570 : Web Publishing I: HTML**

**Board of Trustees:**

2018-01-25

**Academic Term:**

Fall 2020

**Subject Code**

VCIM - VC-Interactive Media

**Course Number:**

1570

**Title:**

Web Publishing I: HTML

**Catalog Description:**

Foundational web design, planning and construction with emphasis on web standards, usability and accessibility. Students construct web pages in HTML and CSS using basic text-editing software. Topics include analysis of how and why a website succeeds or fails, aesthetics and visual design for web, planning, creation, uploading and registration of sites, troubleshooting, search engine optimization and basic marketing strategies.

**Credit Hour(s):**

3

**Lecture Hour(s):**

2

**Lab Hour(s):**

3

## Requisites

**Prerequisite and Corequisite**

VC-1000 Visual Communication Foundation, or concurrent enrollment.

## Outcomes

**Course Outcome(s):**

Analyze the aesthetic, technical and usability aspects of websites. Describe how all aspects of web design and construction – including proper coding, clear navigation, visual appeal, SEO and efficient use of media – contribute to its success or failure.

**Essential Learning Outcome Mapping:**

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

**Objective(s):**

1. Research best practices, technical and aesthetic trends in web development.
2. Compare successful and unsuccessful websites to demonstrate how technical, usability and aesthetic factors affect outcomes.

---

**Course Outcome(s):**

Design and build web pages that meet current web standards, use images and media effectively, have clear, usable navigation, are visually appealing, and work properly in major browsers.

**Essential Learning Outcome Mapping:**

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

**Objective(s):**

1. Use an IDE to code web pages with proper, semantic HTML (Hypertext Markup Language) and CSS (Cascading Style Sheets).
  2. Validate and troubleshoot HTML and CSS.
  3. Edit and optimize images appropriately using image editing software.
  4. Determine when and how to properly use various technologies such as audio, video and JavaScript.
- 

**Course Outcome(s):**

Publish a functioning website – including valid markup, multiple linked pages, properly organized files and folders, images and other media – to a web server.

**Essential Learning Outcome Mapping:**

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

**Objective(s):**

1. Use appropriate file and folder naming conventions to organize website effectively.
  2. Use File Transfer protocol (FTP) client software to upload files and folders to web server.
  3. Understand the difference between a domain registration and web-hosting server, and be able to use online resources to compare and purchase them.
- 

**Methods of Evaluation:**

1. Homework assignments and projects
2. Lab activities and projects
3. Class participation
4. Written and/or online quizzes/exams
5. Oral and written reports

**Course Content Outline:**

1. Historical perspective
2. Basic terminology
3. Familiarization with software and options
  - a. Browser options and differences
  - b. Team communication tools
  - c. IDE's and coding options
  - d. Platform issues
4. File naming conventions
5. Basic HTML
  - a. How it works: elements, tags, attributes
  - b. Validation and related issues
  - c. Document structure
  - d. Semantic use of tags to structure HTML document
  - e. Lists: types, how and when to use
  - f. Links: types, how and when to use
6. Tables
  - a. When and how to use them
  - b. Basic elements: TD, TR, COLSPAN, ROWSPAN, et al.
  - c. Planning via sketch or cell counting
7. Forms
  - a. How forms work; role of scripts (CGI, PHP, etc.)
  - b. Basic structure and tags
  - c. Designing simple forms
  - d. Use existing scripts for form processing
8. Basic CSS
  - a. Separating content from presentation via CSS
  - b. How CSS works: selectors, attributes, values
  - c. Internal, external and inline styles; when to use; how they interact
  - d. Page layout

- e. Typography for the web: color, size, font, and spacing
- f. Mobile friendly design
- 9. Color on the Web
  - a. Cross-platform color differences
  - b. Specifying color: names, RGB, RGBA, HSB, Hexadecimal
  - c. Defining a color palette that is aesthetically pleasing and communicates clearly
- 10. Preparing images for the Web
  - a. File formats: when to use gif, jpeg, png, svg
  - b. Image optimization: file size and quality
- 11. Working with images
  - a. IMG tag and attributes
  - b. Styling options with CSS
  - c. Background images
- 12. Other media and content
  - a. Overview of other web media formats: audio, video, etc.
  - b. Performance and usability issues
- 13. Introduction to Javascript
- 14. Preplanning
  - a. Logical structure for navigation
  - b. File management issues
- 15. Content, copyright and intellectual property
- 16. Design
  - a. Relationship of style, structure, and content
  - b. Designing look and feel for specific target audience
- 17. Introduction to Search Engine Optimization (SEO)
- 18. Testing and troubleshooting
  - a. Simple usability testing
  - b. Testing for and correcting browser-related issues
  - c. Testing for and correcting platform-related issues
  - d. Download time and how to improve it
- 19. Publishing
  - a. Acceptable file formats
  - b. File and asset management
  - c. FTP

## Resources

Meyer, Eric; Weyl, Estelle. *CSS: The Definitive Guide: Visual Presentation for the Web*. 4. O'Reilly Media, 2017.

---

Krug, Steve. *Don't Make Me Think, A Common Sense Approach to Web Usability*. Third Edition. New Riders Publishing, 2014.

---

Castro, Elizabeth; Hyslop, Bruce. *HTML5 CSS3, (Visual Quickstart Guide)*. Eighth Edition. Peachpit Press, 2013.

---

McFarland, David Sawyer. *CSS: The Missing Manual*. Fourth Edition. O'Reilly Media, 2015.

---

Duckett, Jon. *HTML and CSS: Design and Build Websites*. First Edition. John Wiley Sons, 2011.

---

## Resources Other

1. w3.org (<https://www.w3.org/>) (<https://www.w3.org/>)
2. w3schools.org (<https://www.w3schools.com/>) (<https://www.w3schools.com/>)
3. alistapart.com (<https://alistapart.com/>) (<https://alistapart.com/>)
4. csszengarden.com (<http://www.csszengarden.com/>) (<http://www.csszengarden.com/>)
5. css-tricks.com (<https://css-tricks.com/>) (<https://css-tricks.com/>)
6. Mozilla Developer Network (MDN) (<https://developer.mozilla.org/en-US/>) (<https://developer.mozilla.org/en-US/>)
7. <https://tympanus.net/codrops/>
8. [coolers.co](https://coolers.co/) (<https://coolers.co/>)

9. Adobe Color CC (<https://color.adobe.com/>) (<https://color.adobe.com/>)
10. CodeCademy (<https://www.codecademy.com/>) (<https://www.codecademy.com/>)
11. Lynda.com (<http://www.lynda.com/>)
12. The Web Ahead (<http://thewebahead.net/>) (<http://thewebahead.net/>)
13. Web Design Repo. <http://webdesignrepo.com/> (<http://webdesignrepo.com/>) (a collection of respected web design/development resources)
14. Section 508 Government Site (<https://section508.gov/>) (<https://section508.gov/>)
15. Handouts covering technical principles and procedures.

## **Instructional Services**

### **CTAN Number:**

Career Technical Assurance Guide CTIM004

Top of page

Key: 4370