VCIM-1570: WEB PUBLISHING I: HTML

Cuyahoga Community College

Viewing: VCIM-1570: Web Publishing I: HTML

Board of Trustees:
February 2019

Academic Term:
Fall 2019

Subject Code
VCIM - VC&D-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&D-1000 Visual Communication Foundation, or concurrent enrollment; and VCPH-1450 Digital Imaging I, or concurrent enrollment.

I. ACADEMIC CREDIT

Academic Credit According to the Ohio Department of Higher Education, one (1) semester hour of college credit will be awarded for each lecture hour. Students will be expected to work on out-of-class assignments on a regular basis which, over the length of the course, would normally average two hours of out-of-class study for each hour of formal class activity. For laboratory hours, one (1) credit shall be awarded for a minimum of three laboratory hours in a standard week for which little or no out-of-class study is required since three hours will be in the lab (i.e. Laboratory 03 hours). Whereas, one (1) credit shall be awarded for a minimum of two laboratory hours in a standard week, if supplemented by out-of-class assignments which would normally average one hour of out-of-class study preparing for or following up the laboratory experience (i.e. Laboratory 02 hours). Credit is also awarded for other hours such as directed practice, practicum, cooperative work experience, and field experience. The number of hours required to receive credit is listed under Other Hours on the syllabus. The number of credit hours for lecture, lab and other hours are listed at the beginning of the syllabus. Make sure you can prioritize your time accordingly. Proper planning, prioritization and dedication will enhance your success in this course.

The standard expectation for an online course is that you will spend 3 hours per week for each credit hour.

II. ACCESSIBILITY STATEMENT

If you need any special course adaptations or accommodations because of a documented disability, please notify your instructor within a reasonable length of time, preferably the first week of the term with formal notice of that need (i.e. an official letter from the Student Accessibility Services (SAS) office). Accommodations will not be made retroactively.
For specific information pertaining to ADA accommodation, please contact your campus SAS office or visit online at http://www.tri-c.edu/accessprograms. Blackboard accessibility information is available at http://access.blackboard.com.
Innovative or imaginative ways.

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

Essential Learning Outcome Mapping:

Analyze the aesthetic, technical and usability aspects of websites.

Course Outcome(s):

Outcomes will help determine improvements and support needed to further student success. If you have any questions, please feel free to speak with your instructor or contact the Learning Outcomes Assessment office.

III. ATTENDANCE TRACKING

Regular class attendance is expected. Tri-C is required by law to verify the enrollment of students who participate in federal Title IV student aid programs and/or who receive educational benefits through other funding sources. Eligibility for federal student financial aid is based in part on enrollment status.

Students who do not attend classes for the entire term are required to withdraw from the course(s). Additionally, students who withdraw from a course or stop attending class without officially withdrawing may be required to return all or a portion of their financial aid based on the date of last attendance. Students who do not attend the full session are responsible for withdrawing from the course(s).

Tri-C is responsible for identifying students who have not attended a course before financial aid funds can be applied to students’ accounts.

Therefore, attendance is recorded in the following ways:

- For in-person and blended-learning courses, students are required to attend the course by the 15th day of the semester (or equivalent for terms shorter than five weeks) to be considered attending. Students who have not met all attendance requirements for in-person and blended courses, as described herein, within the first two weeks or equivalent, will be considered not attending.
- For online courses, students are required to login at least two times per week and submit one assignment per week for the first two weeks of the semester, or equivalent to the 15th day of the term. Students who have not met all attendance requirements for online courses, as described herein, within the first two weeks or equivalent, will be considered not attending.

At the conclusion of the first two weeks of a semester or equivalent, instructors report any registered students who have “Never Attended” a course. Those students will be administratively withdrawn from that course. However, after the time period in the previous paragraphs, if a student stops attending a class or wants or needs to withdraw, for any reason, it is the student’s responsibility to take action to withdraw from the course. Students must complete and submit the appropriate Tri-C form by the established withdrawal deadline.

Tri-C is required to ensure that students receive financial aid only for courses that they attend and complete. Students reported for not attending at least one of their registered courses will have all financial aid funds held until confirmation of attendance in registered courses has been verified. Students who fail to complete at least one course may be required to repay all or a portion of their federal financial aid funds and may be ineligible to receive future federal financial aid awards. Students who withdraw from classes prior to completing more than 60 percent of their enrolled class time may be subject to the required federal refund policy.

If illness or emergency should necessitate a brief absence from class, students should confer with instructors upon their return. Students having problems with coursework due to a prolonged absence should confer with the instructor or a counselor.

IV. LEARNING OUTCOMES ASSESSMENT

Occasionally, in addition to submitting assignments to their instructors for evaluation and a grade, students will also be asked to submit completed assignments, called ‘artifacts,’ for assessment of course and program outcomes and the College’s Essential Learning Outcomes (ELOs). The artifacts will be submitted in Blackboard or a similar technology. The level of mastery of the outcome demonstrated by the artifact DOES NOT affect the student’s grade or academic record in any way. However, some instructors require that students submit their artifact before receiving their final grade. Some artifacts will be randomly selected for assessment, which will help determine improvements and support needed to further student success. If you have any questions, please feel free to speak with your instructor or contact the Learning Outcomes Assessment office.

V. CONCEALED CARRY STATEMENT

College policy prohibits the possession of weapons on college property by students, faculty and staff, unless specifically approved in advance as a job-related requirement (i.e., Tri-C campus police officers) or, in accordance with Ohio law, secured in a parked vehicle in a designated parking area only by an individual in possession of a valid conceal carry permit.

As a Tri-C student, your behavior on campus must comply with the student code of conduct which is available on page 29 within the Tri-C student handbook, available at http://www.tri-c.edu/student-resources/documents/studenthandbook.pdf You must also comply with the College’s Zero Tolerance for Violence on College Property available at http://www.tri-c.edu/policies-and-procedures/documents/3354-1-20-10-zero-tolerance-for-violence-policy.pdf

Outcomes

Course Outcome(s):

Analyze the aesthetic, technical and usability aspects of websites.

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.
Objective(s):
2. Compare successful and unsuccessful websites to demonstrate how technical, usability and aesthetic factors affect outcomes.
3. 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.

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
   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


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**Resources Other**

1. w3.org (https://www.w3.org/)
2. w3schools.org (https://www.w3schools.com/)
3. alistapart.com (https://alistapart.com/)
4. csszengarden.com (http://www.csszengarden.com/)
5. css-tricks.com (https://css-tricks.com/)
7. https://tympanus.net/codrops/
8. coolors.co (https://coolors.co/)
11. Lynda.com (http://www.lynda.com/)
12. The Web Ahead (http://thewebahead.net/)
14. Section 508 Government Site (https://section508.gov/)
15. Handouts covering technical principles and procedures.