

VCIM-1770: WEB PUBLISHING II: SITE THEORY & CONSTRUCTION

Cuyahoga Community College

Viewing: VCIM-1770 : Web Publishing II: Site Theory & Construction

Board of Trustees:

September 2023

Academic Term:

Fall 2024

Subject Code

VCIM - VC-Interactive Media

Course Number:

1770

Title:

Web Publishing II: Site Theory & Construction

Catalog Description:

Expansion and continuation of topics introduced in Web Publishing I. User research, planning, designing, constructing and publishing a website using industry standard methods and tools.

Credit Hour(s):

3

Lecture Hour(s):

2

Lab Hour(s):

3

Requisites

Prerequisite and Corequisite

VCIM-1570 Web Publishing I: HTML, or concurrent enrollment; or IT-2310 Web Programming, or concurrent enrollment.

Outcomes

Course Outcome(s):

Research and develop a plan for the design and construction of a website that is responsive to client needs.

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. Perform thorough research and analyze the findings to determine the business needs of the website and how to meet them.
2. Describe the different types of user research.
3. Select and implement the best methods for the project based on the types of information needed.
4. Consolidate class research findings.
5. Work as a team to consider possibilities and produce solutions.
6. Create flowcharts, personas, click-throughs, and other analytical artifacts.

Course Outcome(s):

Design and construct a website that follows the plan, is technically correct, aesthetically pleasing and appropriate, and meets the established business need.

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 current web statistics such as browser and device usage, and current web technologies to determine current parameters for construction.
 2. Build a visual prototype using industry standard tools that follow the basic principles of user-centered design and utilizes aesthetically pleasing and appropriate design.
 3. Demonstrate proper use of a text editor to produce HTML and CSS that will validate, is Search Engine Optimized, follows web standards, and meets accessibility standards.
 4. Use a source control management system to coordinate development work with team members.
 5. Publish a web site via File Transfer Protocol.
 6. Organize and maintain all relevant support and project files, including those that will not be posted online.
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Methods of Evaluation:

1. Class participation.
2. Lab and field activities
3. Oral and written reports
4. Project and assignments
5. Tests, Quizzes and exams

Course Content Outline:

1. Review HTML and CSS with an emphasis on valid code
2. Pre-planning a website
 - a. Ascertain site goals
 - b. Research similar projects and competitors
3. User-Centered Design
 - a. Understanding the basic principles of user-centered design
 - b. Understand the different types of user testing
 - c. Select and apply user testing methods based on information required
 - d. Compile all user testing results in a user research document
4. Planning
 - a. Flowcharts
 - b. Site-maps
 - c. Click-throughs
 - d. Personas
5. Visual Design
 - a. Brainstorming and initial concepts
 - b. Sketches
 - c. Creating a mock-up
 - d. Developing & refining the layout grid
 - e. Analysis of "buildability"
6. Work-flow and production
 - a. Assessing content needs
 - b. Gathering and preparing content
 - c. Time-lines
7. Proper file organization, sorting and maintaining
 - a. All relevant support and project files for shared cloud drive storage
 - b. Correspondence and other administrative files
 - c. Site source files
8. Build site
 - a. Establish site structure & root folder
 - b. Establish check-in and out procedures using a source control system
 - c. Construct prototype pages
 - d. Construct pages working as a team
9. Fundamentals of SEO (Search Engine Optimization)

- a. Research defining SEO
- b. Current best practices to achieve it

Resources

Portigal, Steve. (2023) *Interviewing Users: How to Uncover Compelling Insights*, Rosenfeld Media.

Pereyra, Irene. (2023) *Universal Principles of UX: 100 Timeless Strategies to Create Positive Interactions between People and Technology*, Rockport Publishers.

Staiano, Fabio. (2023) *Designing and Prototyping Interfaces with Figma - Second Edition: Elevate your design craft with UX/UI principles and create interactive prototype*, Packt.

Kalbach, James. (2020) *Mapping Experiences: A Complete Guide to Creating Value through Journeys, Blueprints, and Diagrams*, O'Reilly Media.

Resources Other

1. Figma (<https://www.figma.com/>)
2. Miro (<https://miro.com/>)
3. Trello (<https://trello.com/>)
4. Notion (<https://www.notion.so/>)
5. LinkedIn Learning (<https://www.linkedin.com/learning/>)
6. O'Reilly (<https://www.oreilly.com/>)

Top of page

Key: 4372