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# PALOMAR COLLEGE
# COURSE OUTLINE OF RECORD FOR
# DEGREE CREDIT COURSE

__X___ Transfer course __X___ A.A. degree applicable course
(check all that apply)

**COURSE NUMBER AND TITLE:**
GC 202/RGC202 Web Page Layout I

**UNIT VALUE:** 3.0

**MINIMUM NUMBER OF SEMESTER HOURS:** 98

**BASIC SKILLS REQUIREMENTS:**
Appropriate language and computational skills

**ENTRANCE REQUIREMENTS**

**PREREQUISITE:** None

**COREQUISITE:** None

**RECOMMENDED PREPARATION:** None

**SCOPE OF COURSE:**
A hands-on introduction to page layout for the Internet. Typographic considerations, screen layout, graphical interfaces, and structured page design for effective Internet communications.

**SPECIFIC COURSE OBJECTIVES:**

Successful students will be able to:

1. demonstrate knowledge of the internet as a communication delivery system.
2. evaluate human interfaces.
3. demonstrate knowledge of graphic file requirements.
4. identify and evaluate page optimization for internet navigation.
5. demonstrate knowledge of authoring with page layout programs and structured formatting.
6. demonstrate knowledge of graph file formats and compression options.
7. deduce valid conclusions for troubleshooting links.
8. demonstrate universal employment skills.
9. apply layout standards in the production of a web site.
10. produce a web page product incorporating text, graphics, audio, video and animation.
11. evaluate the range of software options for web production.
12. select and implement specific software applications.
13. design and redesign commercial web products.
14. implement a systems approach or equivalent methodology to web site production.
15. participate in a team project for web site production.
16. post a web site on the Internet.

**CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:**

I. Web Page Layout Concepts
   - A. Rationale for using a graphical user interface (GUI)
   - B. Analyze and apply GUI standards
     1. Message design
        - a. perception
        - b. communication theory
     2. Techniques
        - a. architecture and navigation
        - b. types of visuals
        - c. visuals' content
        - d. typography
        - e. color
        - f. design and layout
        - g. infographics
        - h. menus/buttons/controls

C. Information vehicles and properties
   1. Internet
   2. end user's hardware and browser
   3. linear
   4. branching
   5. interactive
   6. hypermedia/hypertext

D. Page layout applications and languages
   1. "WYSIWYG" applications
   2. HTML and various HTML editors
   3. commercial/shareware helper applications
   4. *Java, JavaScript,* XML, CGI, VRML and other languages

E. Cross-platform issues

F. Browser issues and production solutions

G. Color management on the web

H. Web page uses and career avenues
   1. educate/train
   2. entertain
   3. workflow aid
   4. sales and marketing
   5. commercial
   6. customer service

I. Components of GUI web pages & corresponding formats
   1. text
   2. images
      a. GIF
      b. JPEG
      c. PNG
      d. GIF89A
   3. animation
   4. video
      a. MPEG
      b. AVI
   5. audio
      a. WAV
      b. AIFF
   6. compression

J. Common web vocabulary

II. Web Page Application

A. Create, import and modify text

B. Format at character and paragraph

C. Create, import and modify graphic images

D. Create, import and modify audio

E. Import video clips
F. Import animation
G. Add links
    1. URLs
    2. anchors
    3. hot spots
    4. image maps
H. Create, import and modify buttons
I. Set page attributes
J. Store and organize media elements
K. Create and edit
    1. tables
    2. frames
    3. forms
L. Web-specific editing and proofreading techniques
M. Test and enhance pages
N. Verify pages in a browser
O. Install pages on the Internet

III. Auxiliary applications and Corresponding functionality
A. Incorporate software into production
    1. *PhotoShop* for scanning and photoediting
    2. *Illustrator* or equivalent for graphic creation
    3. *SoundEdit* or equivalent for sound capture and editing
    4. *QuickTime* or equivalent for video production
    5. *GIF Builder* or equivalent for animation production

IV. Web Page Production
A. Systems approach or equivalent methodology for production
    1. Analyze
    2. Design
    3. Develop
    4. Implement
    5. Maintain
    6. Feedback

**REQUIRED READING:**

Williams, Robin and John Tollett. The Non-Designer's Web Book. Berkley, CA, Peach Pit Press, 1998.

**SUGGESTED READING:**

Siegel, David. Creating Killer Web Sites. Indianaplois, IN, Hayden Books, 1997.

**REQUIRED WRITING:**
Create ten web pages for linking, graphics, formats, and effective placement of elements for communications.
two or three page report on Internet theme to provide context for experiential production exercises and projects

**OUTSIDE ASSIGNMENTS:**
**Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short term classes.**
Students are to read text, study lecture/lab notes, research and write required paper, and complete lab assignments. Prepare notebook of all project proofs.

**INSTRUCTIONAL METHODOLOGY:**

**Check all that apply:**
____ lecture
____ laboratory
__X_ lecture-laboratory combination
____ directed study

**This course may be offered as a distance education course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.**
Yes __X__ No _____

**If yes, check all that apply.** (See guidelines for preparation for definitions.)
_X__ telecourse
_X__ mediated instruction
_X__ computer assisted instruction

**GRADING POLICY AND STANDARDS** (include methods of determining whether the stated objectives have been met by students):

| | |
|---|---|
| Projects | 40% |
| Production | 20% |
| Performance Test | 20% |
| Written assignments | 20% |

**IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?**
Yes _X__ No ____ Number of times course may be taken for credit: _4___

If yes, identify specific provision of Title 5 Division 2 section(s) 55761-55763 and 58161 which qualifies course as repeatable:

58161(c)(2)(A)

**CONTACT PERSON:** Neil Bruington (x 2151)