

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

Transfer course A.A. degree applicable course

(check all that apply)

COURSE NUMBER AND TITLE:

GC 212 Web Page Layout II

UNIT VALUE: 3

MINIMUM NUMBER OF SEMESTER HOURS: 96

BASIC SKILLS REQUIREMENTS:

Appropriate language and computational skills

ENTRANCE REQUIREMENTS

PREREQUISITE: GC 202
 or GC 215

COREQUISITE: None

RECOMMENDED PREPARATION: None

SCOPE OF COURSE:

Multimedia web site design and production using advanced WYSIWYG editor that permits editing hypertext markup language (HTML) and generation of JavaScript and animation within the application. Mechanics for site production as well as methodologies for project planning and management.

SPECIFIC COURSE OBJECTIVES:

The successful student will be able to:

1. Create multimedia web pages that incorporate text, graphics, audio, video and animation.
2. Demonstrate ability to optimize site and elements.
3. Demonstrate ability to determine and apply GUI standards.
4. Demonstrate ability to produce/link/place graphic and multimedia elements as MIME standard formats.
5. Identify and apply design standards for screen layout.
6. Identify and apply design standards for navigation.
7. Demonstrate ability to interface with appropriate software applications for web site production.
8. Demonstrate ability to design and redesign commercial web products.
9. Understand and incorporate advanced elements typical to commercial sites: counters, shopping carts, guest books, JavaScripting, equivalent languages and technologies.
10. Demonstrate ability to conduct case studies on existing published sites: extranets, intranet and Internet.
11. Understand and incorporate elements produced in auxiliary applications (e.g., Macromedia's Flash and Fireworks).
12. Understand , explain and implement a systems approach or equivalent methodology to web site production.
13. Demonstrate ability to post a web site on the Internet.
14. Demonstrate ability to prepare for employment using Macromedia's Dreamweaver.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- I. MODULE 1 : Web site concepts
 - A. Plan and develop a multipage site
 1. Implement a systems methodology for production
 - a. analyze
 - b. design
 - c. develop
 - d. implement
 - e. maintain
 - f . feedback
 2. Manage project with a tracking method
 - a. phases
 - b. personnel
 - c. resources
 - d. budget
 - e. tasks

- f. deliverables
- 3. Document the process with
 - a. site plan
 - b. site flowchart
 - c. site style guide
 - d. inventory of component elements
 - e. site specifications
 - f. site documentation
- 4. Web site case studies - evaluations
 - a. E-zines
 - b. E-commerce
 - c. large-scale
 - d. Informational
 - e. customer service
 - f. entertainment
- 5. Identify and describe resources
 - a. human (specific job descriptions)
 - b. hardware
 - 1. computer
 - 2. transmission vehicles
 - 3. input devices
 - 4. display devices
 - c. software
 - 1. HTML editors
 - 2. checkers
 - 3. browsers
 - d. ancillary applications
 - 1. *Photoshop*
 - a. scanning
 - b. photoediting
 - 2. *Illustrator* - graphic creation
 - 3. *SoundEdit*
 - a. sound capture
 - b. editing
 - 1. *QuickTime* - video production
 - 2. *Macromedia Flash*
 - 3. *Macromedia Fireworks*
 - e. platform
 - f. programming
 - 1. JavaScript
 - 2. Java
 - 3. CGI
 - 4. DHTML

- 5. XML
- 6. VRML
- 6. Components
 - a. text
 - b. images
 - 1. GIF
 - 2. JPEG
 - 3. PNG
 - 4. GIF89A
 - c. animation
 - d. video
 - 1. MPEG
 - 2. AVI
 - e. audio
 - 1. WAV
 - 2. AIFF
 - f. compression
 - g. cascading Style Sheets and DHTML
- 7. Multimedia component sources/formats
 - a. locate commercial
 - 1. royalty free clips
 - 2. scanned images/text
 - 3. original digital photo/illustration
 - 4. video capture/edit
 - 5. audio production/edit
 - 6. animation production/edit
 - 7. stock sources
 - b. produce
 - 1. royalty free clips
 - 2. scanned images/text
 - 3. original digital photo/illustration
 - 4. video capture/edit
 - 5. audio production/edit
 - 6. animation production/edit
 - 7. stock sources
- 8. Copyright issues
- 9. Categories of sites
 - a. government
 - b. educational
 - c. entertainment
 - d. commercial

- B. Design a Site
 - 1. Graphical user interface (GUI)
 - 2. GUI standards
 - a. message design
 - 1. perception
 - 2. communication theory
 - 3. thinking and learning styles
 - b. techniques
 - 1. architecture and navigation
 - 2. types of visuals
 - 3. visuals' content
 - 4. typography style manual
 - 5. Web-safe color
 - 6. design and layout
 - 7. infographics
 - 8. menus/buttons/controls
 - 9. site style guide and documentation
 - c. information vehicles and properties
 - 1. branching
 - 2. interactivity
 - 3. hypermedia/hypertext

II. MODULE 2: Web Page Application

- A. Text
 - 1. create
 - 2. Import
 - 3. modify
- B. Format
 - 1. character
 - a. logical styles
 - b. physical styles
 - c. optimal fonts
 - 2. paragraph
 - a. logical styles
 - b. physical styles
 - c. optimal fonts
- C. Graphic images
 - 1. create
 - 2. import
 - 3. modify
- D. Audio
 - 1. create
 - 2. import
 - 3. modify

- E. Import video clips
- F. Import animation
- G. Add links
 - 1. URLs
 - 2. anchors
 - 3. hot spots
 - 4. image maps
- H. Buttons
 - 1. create
 - 2. import
 - 3. modify
- I. Elements
 - 1. store
 - 2. organize
- J. Create and edit
 - 1. tables
 - 2. frames
 - 3. forms
 - 4. lists
 - 5. style sheets
 - 6. layers
 - 7. timelines
 - 8. libraries
- K. Web-specific editing and proofreading techniques
- L. Incorporate active content
 - 1. plug-ins
 - 2. *Shockwave*
 - 3. *Flash*
- M. Incorporate *JavaScript* elements into site
 - 1. locate sources for free *JavaScript* code on the Internet
 - 2. incorporate existing code into site
 - 3. create
 - a. rollovers
 - b. cycling banners
 - c. slide shows
 - d. frames
 - e. forms
- N. Test and enhance pages using checkers
- O. Verify pages in browser
- P. Use banners and marquees
- Q. Apply a web-safe palette with hexadecimal colors
- R. Optimize graphics and multimedia for web
- S. Graphics and color terms

- 1. antialias
- 2. dither
- 3. progressive
- 4. interlace
- T. Use of style sheets
 - 1. CGI
 - 2. Java
 - 3. ActiveX
 - 4. VBScript
 - 5. VRML
- U. Bandwidth limitations and strategies
- V. Install pages on the Internet
- III. Web Page Production
 - A. Tutorials
 - B. Workgroup/team
 - 1. simulation
 - 2. presentation
 - C. Web site product -interactive multipage site with documentation
 - D. Simulation to demonstrate competencies

REQUIRED READING:

Towers, J. Tarin. Dreamweaver for Windows and Macintosh, Visual Quickstart Guide. Berkeley, CA: Peachpit Press, 1998.

SUGGESTED READING:

Negrino, Tom and Dori Smith. JavaScript for the World Wide Web, Visual Quickstart Guide. Berkeley, CA: Peachpit Press, 1998.

REQUIRED WRITING:

One 3 page written 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.

Student will work on research and complete written assignments, study required text, complete handouts, and spend time on own computer or in open lab completing computer assignments.

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

- lecture
- laboratory
- 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 No

If yes, check all that apply. (See guidelines for preparation for definitions.)

- telecourse
- mediated instruction
- computer assisted instruction

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

- 50% Final Presentation
- 20% Written assignments
- 20% Assignments
- 10% Exams

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes 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:

581161(c)(2)(A)

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