

**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 215 Web Publishing I

**UNIT VALUE:**        3.0

**MINIMUM NUMBER OF SEMESTER HOURS:**        96.0

**BASIC SKILLS REQUIREMENTS:**        Appropriate language skills

**ENTRANCE REQUIREMENTS**

**PREREQUISITE:**    None

**COREQUISITE:**    None

**RECOMMENDED PREPARATION:**        GC 202 Web Page Layout I

**SCOPE OF COURSE:**

Multimedia web site design and production using the hypertext markup language (HTML) and other advanced tools (multimedia applications and Java Script, Java, etc.). Mechanics for site production as well as methodologies for project planning and management.

**SPECIFIC COURSE OBJECTIVES:**

Upon completion of the course, successful students will be able to:

1.     create multimedia web pages that incorporate text, graphics, audio, video and animation using an HTML text editor.
2.     create graphical user interfaces.
3.     apply HTML to layout all portions of a Web page.
4.     demonstrate ability to author sites with HTML tags.
5.     apply page design rules to increase reader comprehension.
6.     demonstrate ability to link Web pages into an appropriate structure.
7.     demonstrate understanding of efficient page design for the Web.
8.     demonstrate constructing forms and workings of databases.
9.     create navigation plans for sites to speed viewer comprehension.

10. demonstrate ability to Interface with appropriate software applications for web site production.
11. demonstrate ability to design and redesign commercial web products.
12. demonstrate ability to conduct case studies on existing published sites: extranets, intranet and Internet.
13. demonstrate ability to post a web site on the Internet

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

- I. Plan and Develop a Multipage Site
  - A. Implement a systems methodology for production
    1. analyze
    2. design
    3. develop
    4. implement
    5. maintain
    6. feedback
  - B. Manage project with tracking method
    1. phases
    2. personnel
    3. resources
    4. budget
    5. tasks
    6. responsibilities
    7. deliverables
  - C. Document the process
    1. site plan
    2. site flowchart
    3. site style guide
    4. inventory of component elements
    5. site specifications
    6. site documentation
  - D. Case studies on variety of web sites
    1. e-zines
    2. e-commerce
    3. large-scale
    4. informational
    5. customer service
    6. entertainment
  - E. Identify and describe resources
    1. human
    2. hardware
      - a. computer
      - b. transmission vehicles
      - c. input devices
      - d. display devices
    3. software evaluation
      - a. *PageMill*
      - b. *PageMaker*
      - c. *Quarkmedia*
      - d. *Acrobat*
      - e. HTML editors

- f. checkers
      - g. Browsers
    - 4. ancillary applications
      - a. *Photoshop* for scanning and photoediting
      - b. *Illustrator* for graphic creation
      - c. *SoundEdit* for sound capture and editing
      - d. *QuickTime* for video production
    - 5. platform
    - 6. programming
      - a. JavaScript
      - b. Java
      - c. CGI
      - d. DHTML
      - e. XML
      - f. VRML
  - F. Web site components
    - 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
    - 7. cascading style sheets and DHTML
  - G. Commercial or original multimedia component sources/formats
    - 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
  - H. Copyright issues/infringement
  - I. Design and functionality for published sites
    - 1. Internet
    - 2. Extranet
    - 3. Intranet
  - J. Categories of sites
    - 1. government
    - 2. educational
    - 3. entertainment
    - 4. commercial
- II. Design a Web Site
  - A. Graphical user interface (GUI)

- B. GUI standards
  - 1. message design
    - a. perception
    - b. communication theory
    - c. thinking and learning styles
  - 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. branching
  - 2. interactivity
  - 3. hypermedia/hypertext
- III. Web Page Application (Production using HTML)
  - A. Create, import and modify text
  - B. Format at character and paragraph levels
    - 1. logical styles
    - 2. physical styles
    - 3. optimal fonts
  - 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. Store and organize media elements
  - J. Create and edit
    - 1. tables
    - 2. frames
    - 3. forms
    - 4. lists
  - K. Web-specific editing and proofreading techniques
  - L. Testing and enhancing pages using checkers
  - M. Verifying pages in a browser
  - N. Using banners and marquees
  - O. Applying a web-safe palette/selecting hexadecimal colors
  - P. Optimizing graphics and multimedia for the web
  - Q. Graphic and color terminology
  - R. Style sheets
  - S. Bandwidth limitations

**REQUIRED READING:** Instructor generated handouts  
Castro, Elizabeth. HTML 4 for the WWW, Visual Quickstart Guide. Berkeley, CA,  
Peachpit Press, 1998.

**SUGGESTED READING:**

Mok, Clement, Designing Business. Indianapolis,IN: Adobe Press, Macmillian Computer  
Publishing, 1996.

**REQUIRED WRITING:**

Problem solving four Web page production problems.  
One page written solutions and projects that reflect same.  
One 3 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.**

Student will work on research and complete written assignments, study and 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):

A	100-90	50%	Final presentation
B	89-80	20%	Written assignments
C	79-70	20%	Assignments
D	69-60	10%	Exams
F	59 or Below		

**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:

58161(C)(2)(A)

**CONTACT PERSON:** Neil Bruington