

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 217 Online Store Design I

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:

Design of interactive commercial web sites with emphasis on online shopping cart and data base creation and management. Hands-on production of an online store. Perspective through web store case studies and models. Evaluation of various e-commerce solutions, security/privacy and payment options, site promotion/advertising, analysis tools and trends in appropriate web graphics, multimedia and software. Project management methods for e-commerce site life cycle.

SPECIFIC COURSE OBJECTIVES:

The successful student will:

- 1. Create an online store that incorporates text, graphics, audio, video and animation.**
- 2. Prepare for employment using primarily FileMaker Pro and Dreamweaver.**
- 3. Specify site architecture and navigation.**
- 4. Develop graphical user interfaces that are content rich and incorporate sound message design for commercial sites.**
- 5. Build an online shopping cart.**
- 6. Build an online data base to manage and maintain an e-commerce site.**

7. **Demonstrate the ability to conduct case studies on existing published sites: Internet and extranet.**
8. **Evaluate, select and implement appropriate software for development of components required for an online store.**
9. **Evaluate, select and implement security/privacy and payment options, site promotion/advertising and analysis tools in simulations.**
10. **Incorporate interactive elements (e.g., counters, guest books, JavaScripting, equivalent languages and technologies)**
11. **Produce and incorporate elements from auxiliary applications (e.g., Macromedia's Flash and Fireworks).**
12. **Optimize site and elements for fast download.**
13. **Implement a systems approach or equivalent methodology to the life cycle of online store production.**
14. **Post an online store on the Internet.**

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

1. **Create an online store that incorporates text, graphics, audio, video and animation.**
 - a. **Format text.**
 - b. **Produce and place graphics and animations in the appropriate format.**
 - c. **Embed and link audio and video files.**
 - d. **Incorporate forms.**
2. **Prepare for employment using FileMaker Pro and Dreamweaver.**
 - a. **Produce the shell for the online store in Dreamweaver.**
 - b. **Produce the shopping cart in FileMaker Pro.**
 - c. **Exhibit working knowledge of FileMaker Pro.**
 - 1.) **Fields, Layouts, Records, Calculation Fields.**
 - 2.) **Graphics in Published Data.**
 - 3.) **Interactive Published Data.**
 - 4.) **Perform Calculations.**
 - 5.) **Handle Transactions.**
3. **Specify site architecture and navigation.**
 - a. **Design a total site.**
 - b. **Produce links and menus for branching and interactivity.**
4. **Develop graphical user interfaces that are content rich and incorporate sound message design for commercial sites.**
 - a. **Design original GUI's.**
 - b. **Design a site that delivers information quickly and effortlessly on the part of the visitor.**
5. **Build an online shopping cart.**
 - a. **Produce a product catalog.**
 - b. **Produce a database of purchased items.**
 - c. **Produce a database of customers.**

- d. Produce a database of customer orders.
6. Build an online data base to manage and maintain an e-commerce site.
 - a. Determine the data needs of the site.
 - b. Build the data base that solves the site's business problems.
7. Demonstrate the ability to conduct case studies on existing published sites: Internet and extranet.
 - a. Report on various commercial sites on the Internet.
 - b. Evaluate the effectiveness of selected commercial sites.
 - c. Critique selected commercial sites.
8. Evaluate, select and implement appropriate software for development of components required for an online store.
 - a. Identify the range of commercial products for e-commerce.
 - b. Compare the features and benefits that commercial products offer.
9. Evaluate, select and implement security/privacy and payment options, site promotion/advertising and analysis tools in simulations.
 - a. Determine the security and privacy needs of the vendor and the customer.
 - b. Identify steps to set up a merchant account, accept payment, handle credit card transactions, handle international orders and ensure Secure Electronic Transactions (SET).
 - c. Submit site to the search engines to increase traffic.
 - d. Identify methods to advertise a site.
 - e. Evaluate selected marketing analysis tools.
10. Incorporate interactive elements (e.g., counters, guest books, JavaScripting, equivalent languages and technologies)
 - a. Identify sources for interactive elements.
 - b. Produce interactive elements.
11. Produce and incorporate elements from auxiliary applications (e.g., Macromedia's Flash and Fireworks).
 - a. Produce graphics in Fireworks.
 - b. Produce animations in Flash.
12. Optimize site and elements for fast download.
 - a. Compress elements.
 - b. Select the best file formats for elements.
 - c. Test site for download times.
13. Implement a systems approach or equivalent methodology to the life cycle of online store production.
 - a. Analyze the site.
 - b. Design the site.
 - c. Develop the site.
 - d. Test and maintain the site.
 - e. Evaluate the site at all stages of the life cycle.
 - f. Manage and track:

- 1.) Development phases.
 - 2.) Resources: human, time, budget, tasks
14. Post an online store on the Internet.
- a. Upload the site using File Transfer Protocol.
 - b. Download data collected.
 - c. Follow sound site management procedures.

REQUIRED READING:

Gestalt Systems, Inc. *E-commerce Internet Business Strategies - part 1.*
Vienna, VA: Element K Press, 1999. (ISBN: 1587191873)

Gestalt Systems, Inc. *E-commerce Internet Business Strategies - part 2.*
Vienna, VA: Element K Press, 1999. (ISBN: 1587191881)

Gestalt Systems, Inc. *FileMaker Pro 5 - Introduction.*
Vienna, VA: Element K Press, 1999. (ISBN: 1587193795)

SUGGESTED READING:

Cataudella, Joe, et. Al. *Creating Stores on the Web.* Berkeley, CA.: Peachpit Press, 1998.

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

Business 2.0.

Fast Company.

Interactivity

REQUIRED WRITING:

One 3 page written report on an Internet them to provide context for experiential production exercises and projects.

Project notebook that documents original site, to include deliverables such as analysis, problem statement, navigation charts, site objectives, storyboards, files, resources, project tasks, responsibilities and timelines and sample Web page print-outs.

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 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.**
- **Students will participate in online class chat sessions as well as post questions and answers to our Web Board Conference.**

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

- lecture
 laboratory
 lecture-laboratory combination
 directed study

DISTANCE LEARNING:

This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.

Yes No

If yes, check all that apply:

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
 Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
 Two-Way Video Conferencing (Two-way interactive video and audio)
 One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
 Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

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**

GRADING SCALE

1000-900	A
899-800	B
799-700	C
699-600	D
599-below	F

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

Yes **XX** 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: Lillian Payn

SIGNATURES ON FILE