

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

___ **xxx** ___ Transfer course ___ **xxx** ___ A.A. degree applicable course
(check all that apply)

COURSE NUMBER AND TITLE:

GC 218 Online Store Design 2

UNIT VALUE: 3 units

MINIMUM NUMBER OF SEMESTER HOURS: 96 hours

BASIC SKILLS REQUIREMENTS: appropriate language and computational skills

ENTRANCE REQUIREMENTS

PREREQUISITE: GC 217 Online Store Design or equivalent

COREQUISITE: none

RECOMMENDED PREPARATION:

SCOPE OF COURSE:

Hands-on design and production of interactive commercial Web sites with emphasis on complex data-driven online shopping carts. Perspective through Web store case studies and models. Emphasis on forms production to send and dynamically display data for catalog, inventory, customers, etc. Produce components such as guest books, counters, e-mail, etc. to enhance an e-commerce site. Project Management methods for e-commerce site life cycle

SPECIFIC COURSE OBJECTIVES:

The successful student will:

1. Create a complex online store with a shopping cart that is database driven.
2. Create Web-based forms that add, modify and delete records in a database.
3. Build a database to manage and maintain an e-commerce site: inventory, catalog, customers, guestbook, counters, etc.
4. Use server side scripting to create a connection from a shopping cart to a database.
5. Conduct case studies on existing database-driven published sites.
6. Prepare for employment using computer software tools to produce an e-commerce site.

12. Post an online store on the internet.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

1. Create a complex online store with a shopping cart that is database driven.
 - a. Define store project.
 - b. Design store project.
 - c. Produce store project.
2. Create Web-based forms that add, modify and delete records in a database.
 - a. Design form with fields and records.
 - b. Design database for form.
3. Build a database to manage and maintain an e-commerce site: inventory, catalog, customers, guestbook, counters, etc.
 - a. Build an inventory database.
 - b. Build a catalog for the shopping cart.
 - c. Build a customers database.
 - d. Build a guestbook.
 - e. Build a counter to track hits.
4. Use server side scripting to create a connection from a shopping cart to a database.
 - a. Produce scripts to display dynamic form elements.
 - b. Place the scripts in the proper places.
 - c. Use proper security procedures.
5. Conduct case studies on existing database-driven published sites.
 - a. Select appropriate sites as models.
 - b. Evaluate e-commerce sites according to established criteria.
6. Prepare for employment using computer software tools to produce an e-commerce site.
 - a. Incorporate SCANS approach in site designing process.
 - b. Incorporate Core Competencies in site designing process.
 - c. Evaluate and implement appropriate technology in site design and production.
7. Specify site architecture and navigation.
 - a. Document site navigation.
 - b. Document architecture and site logic.
8. Develop graphical user interfaces that are content rich and incorporate sound message design for commercial sites.
 - a. Incorporate text.
 - b. Incorporate graphics and media.
9. Evaluate, select and implement appropriate software for development of components required for an online store.
 - a. Evaluate the range of tools available for site production.
 - b. Select appropriate tools for class assignments and projects.
10. Optimize site and elements for fast download.
 - a. Implement ALT tags and other techniques to optimize HTML pages.
 - b. Implement compression techniques to optimize graphics.
11. Implement a systems approach or equivalent methodology to the life cycle of online store production.
 - a. Define the site.
 - b. Design the site.
 - c. Develop the site.
 - d. Evaluate the site.

12. Post an online store on the internet.
 - a. Implement FTP to post a store.
 - b. Maintain a site on a server.

REQUIRED READING: none

SUGGESTED READING:

Web Commerce Cookbook
 by Gordon McComb, Wiley Computer Publishing
 \$44.99 (ISBN 0-471-19663-0)

Forms, Interactivity for the World Wide Web
 Malcolm Guthrie, Adobe Press
 \$50.00 (ISBN 1-56830-455-2)

REQUIRED WRITING:

Project write-up (description of purpose, specification of hardware/software, fonts, techniques, etc.)

OUTSIDE ASSIGNMENTS:

Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments. Students are expected to study the text books, prepare for exams, and prepare assignments.

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

- lecture
 laboratory
 lecture-laboratory combination
 directed study

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):

- 30% Tutorials**
60% Projects
10% Simulation/Exams

- A 90 - 100%**
B 80 - 89%
C 70 - 79%
D 60 - 69%
F Below 60%

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

Yes xxx No

Number of times course may be taken for credit: 4 times

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

58161 (e) (2) (A)

CONTACT PERSON:

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SIGNATURES:

SIGNATURES ON FILE