

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 230 Web Page Layout I - part 1

UNIT VALUE: 1.5

MINIMUM NUMBER OF SEMESTER HOURS: 48

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, graphics preparation and structured page design for effective Internet communications. The course is designed to introduce students to Web production and site maintenance; special projects facilitate the needs of more advanced students. (For beginning and intermediate levels.)

SPECIFIC COURSE OBJECTIVES:

- 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. Dreamweaver and other "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 (Production Using Dreamweaver, etc.)

- 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 with Dreamweaver, etc.
 - 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
 - B. Site maintenance procedures

REQUIRED READING:

**Dreamweaver 4, Hands-on-Training, Garo Green and Lynda Wyman, Peachpit Press,
\$21.99 ISBN 0-201-73430-3**

SUGGESTED READING:

***Dreamweaver 4 for Windows and Mac, Visual Quickstart Guide* by J. Tarin Towers, Peachpit Press
\$21.99 ISBN 0-201-73430-3**

***Dreamweaver 4 Bible* by Joseph W. Lowery, Simon White (Contributor), IDG Books Worldwide
\$39.99 ISBN 0-7645-3569-2**

***Fireworks 4 for Windows and Mac, Visual Quickstart Guide* by Sandee Cohen, Peachpit Press
\$18.99 ISBN 0-201-73133-9**

***Flash 5 for Windows and Mac, Visual Quickstart Guide* by Katherine Ulrich, Peachpit Press
\$21.99 ISBN 0-201-71614-3**

***HTML 4 for the WWW, Visual Quickstart Guide* by Elizabeth Castro, Peachpit Press
\$19.99 ISBN 0-201-35493-4**

REQUIRED WRITING:

- **Create ten web pages for linking, graphics, formats, and effective placement 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.**
- **Students are to read text, study lecture/lab notes, research and write required paper, and complete lab assignments.**
- **Students are to prepare class and project notebooks.**
- **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