

CIOS A153B – Web Site Design: Dreamweaver MX

Semester: Fall 2008
Instructor: Mark Jensen
Office: Room 118F
E-mail: mark.jensen@uaa.alaska.edu
Website: chinook.kpc.alaska.edu/~inmej
Office Hours: Monday thru Friday 8am to 4pm
Phone: 262-0350

KPC Class Cancellation Hotlines: 262-0302 / www.kpc.alaska.edu

Course Description:

Introduces the concepts and skills used to create web pages and web sites using HTML and web editors. Emphasis is given on good page layout from the perspective of commercial web site design. Dreamweaver software is introduced for students to utilize HTML code and web page design.

Prerequisite:

This course covers a full semester and requires the following prerequisites.

- CIOS A130 Word Processing 1
- CIOS A146 Internet Concepts and Applications I
- CIOS A152A Digital Imaging Concepts & Applications: Photoshop (may be taken concurrently)
- CIOS A156A Creating and Editing Web Graphics: Fireworks (may be taken concurrently)

Instructional Goal:

As a student in this course, you will learn the basics of using Macromedia Dreamweaver MX by working on an actual web site. You will start by learning about the Internet, the World Wide Web, and will work on reviewing Web design tools. Once you have the background you will plan the structure and create the information architecture for a real life web site. You will create a new site and you will learn how to add and format the text in that site. Next you will learn how to work with graphics, rollovers, and tables. Then you will organize the content and layout of your web Site. You will learn to use Dynamic Layers for Page Layout and Behaviors for functionality. Then you will learn how to create animations with Dynamic Layers and Behaviors. Next you will add rich media to a Web site, and finally, you will learn how to build an advanced site.

Student Outcomes and Assessment Procedures:

Student Outcomes:	Assessment Procedures:
After successful completion of the course, the student will be able to do the following:	This outcome will be assessed by or more of the following:
Produce a high-quality, professional web page and web site	Project Unit Assignment
Select the proper images for web page design	Project Unit Assignment
Indicate when the use of tables and charts enhance web page design	Project Unit Assignment
Select proper Head Tags for use in HTML formatting	Project Unit Assignment
Draw from shapes and images within a library for web design use	Project Unit Assignment
Produce web pages and web sites that use layers of text and graphics resulting in an interactive web environment	Project Unit Assignment
Explain the need for professional ethics in producing and monitoring personal and commercial web pages and web sites	Class Discussion Final Exam

Class Participation:

Each student is expected to participate in the following ways:

1. Lectures: Important material from the text and outside sources will be covered in class. Students should plan to take careful notes as not all material can be found in the texts or readings. Discussion is encouraged as is student-procured outside material relevant to topics being covered.
2. Assignments: Review Assignments, Case Problems, and other projects will be periodically assigned to reinforce material in the text. These assignments may require the application of various software packages.
3. Quizzes: Occasional unannounced quizzes will be given to help ensure students stay up with assigned material.
4. Exams: Three exams will be given. The exams will be closed book/notes and will test assigned readings and material discussed in class. A study guide will be provided prior to the exam day. The final exam will not be comprehensive in nature. However, the instructor reserves the right to retest on material that was not appropriately comprehended. These items will be noted on exam review sheets.
5. Internet: All material will be distributed on the Internet. Class notes, instructional material, and student assignments will be posted on 'the net' in a class website. Students are encouraged to go to the website www.course.com and www.course.com/newperspectives in order to obtain file downloads and view other items of interest throughout the semester.

Student Attendance:

The student is responsible for obtaining material distributed on class days when he/she was absent. This can be done through contacting a classmate who was present or by contacting the instructor during his office hours or other times. Missed or late quizzes can not be made up under any circumstances but with good cause and adequate notice, an early quiz may be given. One quiz (lowest score) will be dropped at the end of the semester. The student is not graded on attendance.

Required Written Work:

Students will build a live web site as a continuing case project to use in a web portfolio.

Audit Policy:

Students auditing the class are expected to participate in class discussions and projects.

Plagiarism and Cheating Policy:

Plagiarism and cheating are serious offenses and may be punished by failure on exam, paper or project; failure in course; and or expulsion from the University.

Grading:

Letter grades will be determined using a standard percentage point evaluation as outlined below. Grades may be curved after the total semester points have been tabulated. However, do not count on a curve to obtain your desired grade.

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

Evaluation Tools:

Total points will be computed as follows. The total points for quizzes, cases, and assignments may vary.

- Exam #1: 100
- Exam #2: 100
- Exam #3: 100
- Projects: 350
- Total: 650 Points

Assignments: All assignments are due at the beginning of class on the date due. Late submission of assignments will be assessed a penalty of 10% per day. No exceptions are made.

Text/Materials:

Text: Shelly, Cashman, & Wells, *Macromedia ® Dreamweaver ® CS3, Comprehensive Concepts and Techniques*, Course Technology, 2009.

Software: A text editor and a Web browser (preferably Netscape Navigator or Internet Explorer, versions 6.0 or higher) must be installed on your computer. If you are using a non-standard browser, it must support frames and HTML 4.0 or higher. A default installation of Macromedia Dreamweaver CS3 is assumed. This is provided in all the KPC computer labs. (Both Kenai and Homer)

Handouts: Additional handouts may be required. Instructor will provide information on obtaining this material.

Class Atmosphere:

Cell phones must be turned off during class.

Academic Success and Support Services:

If you require special learning or testing accommodations or have special needs in order to be successful in this class, you will need to provide the Learning Center with documentation verifying these needs. If the Learning Center determines you require special accommodations, they will provide you with a letter to show your instructors. You must present this letter to your instructors by the second week of class or earlier in order to receive the special accommodation.

Course Outline

Week	Date	Topic	Material
1	8/25	Introduction to Course	---
	8/27	The Internet and World Wide Web	Introduction
2	9/3	Web Design Tools (No class on Sept 1)	Introduction
	9/8	Using Notepad to edit HTML	In Class
3	9/10	Using Dreamweaver	Project 1
	9/15	Adding web pages and links	Project 2
4	9/17	Image Formats	Project 2
	9/22	Page Layout and Tables	Project 3
5	9/24	Tables and Head Content	Project 3
	9/29	Exam 1	--
6	10/1	Introduction to Forms	Project 4
	10/6	Form Objects	Project 4
7	10/8	Forms and Behaviors	Project 4
	10/13	Templates	Project 5
8	10/15	Style Sheets	Project 5
	10/20	Layers	Project 6
9	10/22	Image Maps	Project 6
	10/27	Navigation Bars	Project 6
10	10/29	Exam 2	--
	11/3	Introduction to Frames	Project 7
11	11/5	Frameset and Naming	Project 7
	11/10	Formatting Frames	Project 7
12	11/12	Animation	Project 8
	11/17	Timelines	Project 8
13	11/19	Timelines	Project 8
	11/24	Media Objects (No Class on Nov 27)	Project 9
14	12/1	Macromedia Flash	Project 9
	12/3	Audio, Video, Java Applets, and Shockwave	Project 9
15	12/8	Course Review	--
	12/10	Final Exam	--