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CRT 263.02: Web Design and Development

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**THE UNIVERSITY OF MONTANA – MISSOULA
COLLEGE OF TECHNOLOGY**

Course Syllabus

Course Number and Title: CRT 263 Web Design and Development

Date Revised: Fall 2005

Semester Credits: 3

Prerequisites: CRT 101 or consent of faculty.

Faculty: Cheryl Galipeau

Office: AD11D

Office Hours: As posted on office door

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COURSE DESCRIPTION:

Course provides students with the background and foundation skills required for designing and implementing Web sites for public and private organizations. Marketing and design techniques will be applied using state-of-the-art software.

STUDENT PERFORMANCE OUTCOMES:

Upon completion of this course, the student will be able to:

1. Create a personal or business website designed to project the goals and image of the site.
2. Utilize market research, photo manipulation, and content development packaged into an .html format for web publishing.
3. Create a portfolio for future job opportunities.

REQUIRED TEXT:

Macromedia Dreamweaver MX, Creating Web Pages, Against the Clock, 2003, Pearson Education, Inc., Upper Saddle River, NJ

Macromedia Flash MX, Rich Media for the Web, Against the Clock, 2003, Pearson Education, Inc., Upper Saddle River, NJ

OPTIONAL TEXT (Recommended):

Adobe Photoshop 7, Introduction to Digital Images, Against the Clock, 2003, Pearson Education, Inc., Upper Saddle River, NJ

COURSE OUTLINE:

- I. Getting Started
 - a) Idea generation
 - b) Identification of goals and objectives
- II. The Internet Environment
- III. Photo and Text Manipulation
 - a) Working with popular photo editors
 - b) Layers
 - c) Correcting and editing images
- IV. Text Magic
- V. HTML/XHTML/DHTML Editors
 - a. A brief overview
 - b. Popular Web authoring applications
 - c. Setting properties
 - d. Elements and attributes
 - e. Cascading style sheets-CSS (brief overview)
 - f. JavaScript programming language (brief overview)
 - g. Source code basics
 - h. The future
- VI. File Management
 - a. Establishing resource folders
 - b. Creating the site map
- VII. Tables and Frames
 - a. Working with tables
 - b. Working with frames
 - c. Templates
- VIII. Importing Graphics
 - a. Bitmap vs. Vector
 - b. JPG
 - c. GIF
 - d. Custom buttons and images
- IX. Links and Image Maps
 - a. Link basics
 - b. Target links
 - c. Email links
- X. Creating Dynamic Web Sites
 - a. Popular multimedia Web authoring tools/applications
 - b. Animations and movies
 - c. Forms
 - d. Dynamic content
 - e. Rollover effects

- XI. A Survey in Putting it all Together
 - a. Testing your site
 - b. Publishing your site
 - c. Web hosting basics
 - 1. Placement and submission criteria
 - 2. Metatags and search engines
 - 3. E-commerce functions

Grading:

Students' final grade will be based upon cumulative quiz/test scores, case studies, special projects and assigned work. Unless special circumstances exist, students will receive no credit for assigned work turned in after the due date. A student may not pass this course if the final exam is not taken on the assigned date. Please refer to your schedule book for final schedules. Quizzes may be given announced or unannounced. Students who are absent from class when a quiz is announced will not be excused from the quiz when it is administered. It remains the students responsibility to obtain information missed if absent.

Make-up quizzes:

Make up quizzes will ONLY be allowed if the student meets the following criteria:

1. The student has a legitimate reason for missing the class when the quiz is administered.
2. The student contacts me PRIOR to the quiz being administered. This may be done by direct face-to-face contact, via telephone/voice mail. You may NOT use another student to communicate your absence.
3. The make-up test must be taken prior to the next class unless extended illness or legitimate reason is indicated.

Grading Scale:

Grades are not "rounded" or "curved" and cutoffs are not compromised.

90-100%	A
80-89%	B
70-79%	C
69-64%	D
<63%	F

Missed Notes/Assignments:

It remains the students' responsibility to obtain lecture notes and assignments that are missed. Students who miss group activities that are graded may not receive credit. Many of these activities are based upon group interaction, and make-up is not practical. Missed notes must be obtained through an in class student as I cannot provide students with missed notes or overhead transparencies. Missed handouts may be obtained from me.

Outside Class Work:

Assignments, case studies and special projects will be assigned throughout the semester. These assignments are the sole responsibility of the student and will not be accepted late. Assignments are due at the beginning of next class time unless otherwise stated. All assignments are expected to be typed, and include the student's name, mailbox, and course section number. Outside work makes up a large portion of your grade and should not be ignored.

Incomplete Grades:

An “I” incomplete grade will not be given for not doing well in the course, or dropping after scheduled deadline.

Disability Accommodation:

Eligible students with disabilities will receive appropriate accommodations in this course when requested in a timely way. Please speak with me after class or in my office. Please be prepared to provide a letter from your DSS Coordinator.

Cell phones / Pagers:

As a general rule, cell phones and pagers are inappropriate during class times. However, to some students, unique circumstances require their use. (I.e. emergencies, health, absolute business necessity) If you absolutely require their use, you must follow the following criteria.

1. If they are not required, please turn them off.
2. If possible, use the vibrating mode or turn the ring volume to its lowest setting.
3. If receiving a call, leave the room quietly. Do not conduct your conversation in class.
(You are responsible for notes missed)
4. **Due to testing standards, you may not leave the room during a quiz or exam and cell phones and pagers must be turned off.**

Please be courteous of your classmates. Should this policy create routine distractions, this policy will be changed to ban their use during class. A positive learning environment will be maintained.

Field/Lab Assignments (If applicable):

In order to facilitate experiential learning, some assignments may require visiting area businesses, conducting observations, or interviewing business leaders. These activities can be an advantage to the businesses as well as and economic hardship should customer traffic or purchasing be affected. Additionally, our reputation, and your education can be adversely affected. Because of these factors, the following guidelines should be followed.

1. Do not visit locations in groups of more than 3. Larger groups create traffic barriers that impact customer purchasing.
2. Keep noise and distractions to a minimum.
3. Dress appropriately – you represent the best our college offers.
4. Do not create additional work for business personnel. If you remove an item from inventory, Please return it to the appropriate location.
6. Be courteous and thank the business for their time and efforts.
7. Never use inappropriate language.

*It is a privilege for us to learn from these businesses and not take them for granted.

Questions or Concerns:

I encourage you to contact me with any concerns or questions. It is possible that another source may not have accurate or complete information pertaining to a question you may have. You may call me or e-mail me with your questions. I will answer these as soon as possible. You may also make an appointment with me should this be required. I will do everything possible to make this course a positive learning experience.