

## Web Design

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### Course description:

The course is designed to acquaint you with the numerous and varied elements contained on the internet. The course will introduce you to the concept of communicating specifically for the networked environment and how to reach specific audiences on the net. Instruction includes media writing, page design, site development and learning about hypertext markup language. Integral to the course is evaluating and analyzing web based content.

The basic format for the course is short lecture/discussion/demonstration and then working on projects and exercises, exploring and experimenting with the various objects and tools available. In order to be successful in the course you must be willing to read, explore and analyze.

### Objectives:

The course teaches students how to use the World Wide Web to communicate to various audiences for specific purposes. Specifically the course goals include:

- \* Understanding the communication process;
- \* Being able to communicate in a creative way;
- \* Understanding hypertext markup language;
- \* Create documents specifically for the web;
- \* Being able to evaluate page designs and content;
- \* Design web pages;
- \* Design and manage a web site.

### Required Text:

David Siegel, Creating Killer Web Sites 2nd edition – (1997) Hayden Books

### Assignments:

Personal web site: during the semester you will build a personal web site with assignments given specifically for that purpose. The personal site will be in addition to any previous personal site you may already have constructed.

Web Site: each student will construct a substantial web site that will illustrate the skills, principles and analysis learned in the course. Students are encouraged to make this a "real" site for a company, organization or individual.

Exercises: a number of in-class and out of class exercises will be completed. The exercises will be placed in a folder and evaluated at the end of the term.

Participation: You are expected to attend class regularly. Part of the grade will be based on your attitude toward learning and your overall level of participation in class.

### Grading

Web Page 20%

Web Site 25%

Personal Web Site 35%

Participation 20%