

**DEREE COLLEGE SYLLABUS FOR:  
CN 3015 DESIGNING FOR THE WEB**  
(Same as ITC 3015)  
(Revised fall 2014)

**US CREDITS: 3/0/3**

**LEVEL 5  
UK CREDITS: 15**

**PREREQUISITES:**

None

**CATALOG DESCRIPTION:**

A brief history of the web; web standards, browser standards; choosing a domain name; hosting management tools; web publishing; web design and development tools; website architecture; using image editing software to design web layouts; HTML, CSS, search engine optimization; social media integration; interface design standards; user interaction experience.

**RATIONALE:**

The module exposes students to current web design and development theories, tools and methodologies. It provides students with the opportunity to design, and publish a web site using various platforms and technologies while applying appropriate design thinking.

The module is suitable for students who aim for a career or graduate studies in Graphic Design, communication, digital media technologies and information technology.

**LEARNING OUTCOMES:**

As a result of taking this course, the student should be able to:

- 1) Classify different web browser technologies and analyse web design, and web development concepts and standards.
  - 2) Analyse search engine optimization and social media integration.
  - 3) Classify appropriate interface design standards and apply them to design web page layouts using image editing software.
- Apply web design and development

**METHOD OF TEACHING AND LEARNING:**

In congruence with the teaching and learning strategy of the college, the following tools are used:

- Classroom lectures, discussions, online tutorials, laboratory practical sessions and problem solving.
- Office hours held by the instructor to provide further assistance to students.
- Use of the Blackboard learning platform to further support communication, by posting lecture notes, assignment instruction, timely announcements, and online submission of assignments

**ASSESSMENT:**

Summative:

Midterm Exam – short answers to essay type questions	<b>30%</b>
Project–web site design	<b>70%</b>

Formative:

Coursework	<b>0</b>

The formative “Coursework” aims to prepare students for the examination and the project.

The “Midterm” tests Learning Outcomes 1, 2.

The “Project” tests Learning Outcomes 3, 4.

	Students are required to resit failed assessments in this module.
<b>INDICATIVE READING:</b>	<p><b>REQUIRED READING:</b></p> <p>Felke-Morris, T. (2014). <i>Basics of Web Design: HTML5 &amp; CSS3</i> (Latest ed.). Pearson Education.</p> <p><b>RECOMMENDED READING:</b></p> <p>Duckett, J. (2011). <i>HTML and CSS: Design and Build Websites</i> (Latest ed., p. 512). Wiley Press.</p> <p>Arguin, M., &amp; Heald, G. (2013). <i>Dreamweaver CC Digital Classroom</i> (Latest ed., p. 512). Wiley Press.</p> <p>Smith, J. (2013). <i>Photoshop CC Digital Classroom</i> (Latest ed., p. 448). Wiley Press.</p> <p>Smith, J. (2013). <i>Illustrator CC Digital Classroom</i> (Latest ed., p. 416). Wiley Press.</p>
<b>INDICATIVE MATERIAL:</b> (e.g. audiovisual, digital material, etc.)	<p><b>REQUIRED MATERIAL:</b></p> <p><b>RECOMMENDED MATERIAL:</b></p>
<b>COMMUNICATION REQUIREMENTS:</b>	Daily access to the course's site on the College's Blackboard CMS. Effective presentation skills using proper written and oral English. Communication and coordination during team activities.
<b>SOFTWARE REQUIREMENTS:</b>	Adobe Creative Suite.
<b>WWW RESOURCES:</b>	<p><a href="http://www.adobe.com/devnet/dreamweaver.html">http://www.adobe.com/devnet/dreamweaver.html</a></p> <p><a href="http://tv.adobe.com/show/learn-photoshop-cs5/">http://tv.adobe.com/show/learn-photoshop-cs5/</a></p>
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>1. Web standards</li> <li>2. Browser standards</li> <li>3. Web site hosting and domain names</li> <li>4. Web publishing</li> <li>5. Responsive design</li> <li>6. User interface design principles</li> <li>7. Web design tools</li> <li>8. Web development tools</li> <li>9. Hypertext mark-up language</li> <li>10. Cascading style sheets</li> <li>11. Information architecture</li> <li>12. Web graphics formats</li> <li>13. Content management systems</li> <li>14. Search engine optimisation</li> <li>15. Social media integration</li> </ol>