

<b>DEREE COLLEGE SYLLABUS FOR:</b>	<b>3/0/3</b>
<b>CS 2133 BUSINESS WEB SITE FUNDAMENTALS</b> (Updated Fall 2015)	
<b>PREREQUISITES:</b>	CS 1070 Introduction to Information Systems
<b>CATALOG DESCRIPTION:</b>	The essential steps for creating and publishing a Business Web site. Internet tools and browsers. Elements of web page creation using page creation tools. HTML, Cascading Style Sheets, multimedia elements, tables, template, forms.
<b>RATIONALE:</b>	An MIS, IT or Business students elective, this course is intended for new Web developers who want to create HTML documents for an intranet or the Internet. It teaches how to create Web sites that take advantage of the features in various web browser packages. Tools used include Adobe Dreamweaver web authoring environment, various browsers and the use of applets. The course also offers the basics for designing corporate sites , marketing and Web applications.
<b>LEARNING OUTCOMES:</b>	As a result of taking this course, the student should be able to: <ol style="list-style-type: none"> <li>1. List and discuss different web technologies, such as web browsers, markup languages, scripts and applets.</li> <li>2. Identify and explain the basic concepts of web design</li> <li>3. Discuss dynamic styles and cascading style sheets.</li> <li>4. Apply web design concepts and techniques to the creation of HTML documents.</li> <li>5. Use Web authoring software including CSS to create and publish HTML documents on a Web server.</li> </ol>
<b>METHOD OF TEACHING AND LEARNING:</b>	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> <li>• Lectures, laboratory sessions, video tutorials, lab exercises, and formative coursework assignments</li> <li>• Office hours held by the instructor to provide further assistance to students.</li> <li>• Use of the Blackboard site to further support communication, by posting lecture notes, assignment instruction, timely announcements, and online submission of assignments, but also as a live example of e-learning applications.</li> </ul>

<b>ASSESSMENT:</b>	<b>Summative:</b>	
	Midterm exam	<b>40%</b>
	Final Project (creation of a web site)	<b>60%</b>
	<b>Formative:</b>	
	Midterm Exam	<b>0</b>
	Coursework	<b>0</b>
	<p>The formative Midterm and coursework aims to prepare students for the examination.</p> <p>The Midterm tests Learning Outcomes 1-3 The Final Project tests Learning Outcomes 4,5</p> <p>The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. Students are not required to resit failed assessments in this module. Failure to pass the module results in module repeat.</p>	
<b>READING LIST:</b>	<p><b>REQUIRED MATERIAL:</b> Arguin, M., &amp; Heald, G. (n.d.). <i>Adobe Dreamweaver CC Digital Classroom</i>, Wiley Publishing, ISBN:978-1-118-64015-9 (2013)</p> <p><b>FURTHER READING:</b> Sawyer McFarland D., <i>Dreamweaver CC: The Missing Manual</i>, O'Reilly Media, ISBN:978-1491947203 (2014)</p>	
<b>RECOMMENDED MATERIAL:</b>	<p>Adobe Creative Team, <u>Adobe Dreamweaver CC, Classroom in a book</u>, Adobe Press (2014)</p> <p>Gralla P. <u>How the Internet Works 8<sup>th</sup> edition</u>, QUE</p> <p>Sawyer McFarland D., <u>CSS: The Missing Manual</u>, O'Reilly Media.</p>	
<b>COMMUNICATION REQUIREMENTS:</b>	Daily access to the course's site on the College's Blackboard CMS.	
<b>SOFTWARE REQUIREMENTS:</b>	<ul style="list-style-type: none"> <li>• Adobe Creative Suite latest edition</li> <li>• Latest version of popular Internet browsers (Windows Internet Explores, Mozilla Firefox, Google Chrome, Apple Safari)</li> </ul>	
<b>WWW RESOURCES:</b>	<p><a href="http://tv.adobe.com/product/dreamweaver/">http://tv.adobe.com/product/dreamweaver/</a></p> <p>Online video resource for expert instruction and inspiration about Adobe products</p> <p><a href="http://websitetips.com">http://websitetips.com</a></p> <p><a href="http://www.w3.org/Style/CSS/">http://www.w3.org/Style/CSS/</a></p> <p><a href="http://www.w3.org/standards/webdesign/">http://www.w3.org/standards/webdesign/</a></p>	

	<p><a href="http://www.learnthenet.com/english/index.html">http://www.learnthenet.com/english/index.html</a> A complete guide to the Internet designed for new users.</p>
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"><li>1. Fundamental concepts<ol style="list-style-type: none"><li>1.1. How web sites work</li><li>1.2. Domain names and IP addresses</li><li>1.3. Servers and web hosts</li><li>1.4. Site management and File Transfer Protocol</li><li>1.5. Design and layout tools.</li><li>1.6. Web browsers</li><li>1.7. HTML<ol style="list-style-type: none"><li>1.7.1. Tag structure and attributes</li><li>1.7.2. The structure of an HTML document</li><li>1.7.3. Tag hierarchy</li></ol></li></ol></li><li>2. Setting Up a new site</li><li>3. Typography and images<ol style="list-style-type: none"><li>3.1. Introduction to styles</li><li>3.2. Hyperlinks</li></ol></li><li>4. Cascading Style Sheets<ol style="list-style-type: none"><li>4.1. Styling pages with CSS</li><li>4.2. Creating Page Layouts with CSS</li></ol></li><li>5. Tables</li><li>6. Adding Multimedia Content<ol style="list-style-type: none"><li>6.1. Adding Video</li><li>6.2. Inserting Sound</li></ol></li><li>7. Maximizing Site Design</li><li>8. Building Web Forms</li><li>9. Managing a web site</li><li>10. Legacy Tools</li></ol>