



ITSE 2313 Web Authoring ONLINE Syllabus
(Dreamweaver & Digital Imaging Tools (Optional: Photoshop OR Fireworks))
Fall 2009

Houston Community College System • Southwest College • West Loop Campus

Program: Digital Communication

CRN 17785 ITSE 2313 Web Authoring

Start Date: August 22nd - December 7th

Final Presentation December 1st & Evaluation Exam December 7th, 2009

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Office Hours: Online – Appointment basis

Course Description Credit: 3 (2 lecture, 4 lab)

Course Description: Instruction in designing and developing web pages that incorporate text, graphics, and other supporting elements using current technologies and authoring tools.

Learning Outcomes: Create functional web pages and supporting elements using current authoring tools; and maintain web pages and supporting elements.

Instruction in web page design and related graphic design issues including mark-up languages, web sites, and browsers, with a special emphasis on an industry standard WYSISYG (What you see is what you get) web development program.

Prerequisite – IMED 1316 Web Page Design 1 (a fluent mark up scripting knowledge of HTML/CSS coding and application).

Course Content

- Review of HTML basic tags and procedures including Cascading Style Sheets.
- Introduction/Overview to CGI, JavaScript, cookies, XHTML and XML
- Introduction to WYSIWYG authoring programs – Code and design view
- Understanding Dreamweaver site structure
- Create and design web pages in Dreamweaver with text formatting tools and CSS styles
- Creating, checking and editing Links
- Creating forms, assets, library items and templates
- Using Dreamweaver's dynamic capabilities
- Designing frames
- Understand image types (vector versus bmp) for the web
- Description of web graphic formats (transparency, interlaced, progressive)
- Scanning graphics
- Monitor resolutions, web browser displays

- Images editing – understand the terms: hue, saturation & value
- Use of colors, browser safe colors, and hexadecimal codes
- Vector tools (pen-tool) for creating paths and objects, fills and strokes,
- Working with tools to edit raster images (selection tool, magic wand, etc)
- Masking and filter techniques
- Creating background patterns, styles, textures, rules, bullets, navigation buttons, and visual effects.
- Typography
- Importing and exporting file formats within the software application
- Design techniques and application
- Website analysis on effective and non-effective designs
- Designing interfaces and optimizing graphics for low bandwidth modems.
- Creating image maps and links, slices, behaviors, drop down menus available in the software application
- Animation basics

Course Objectives

- Identify how the Internet functions with specific attention to the World Wide Web, e-mail, and file transfer
- Apply design techniques in the creation and optimization of graphics types and other embedded media elements for use in a web page design
- Demonstrate the use of text formatting, lists, tables, frames, and CSS to create static and interactive web pages
- Prepare web interfaces with dynamic interactivity
- Create web animation and motion graphics
- Analyze and apply current web trends in design issues, graphic production, techniques and usability
- Learn problem solving techniques to improve webpage layouts and design
- Create, design, test, and debug a web site, and identify the benefits and limitations of various web authoring software tools.
- Apply roundtrip editing available in web authoring tools

Course Requirements

Upon satisfactorily completing this course, students will use Web authoring computer software to demonstrate the following competencies:

- Be able to set up a site using web authoring software tools
- Transfer files from a local drive to a remote server using web authoring tools
- Use a Web authoring application to create an entire Web site, from the planning process through the final upload
- Plan multiple page Web sites and take advantage of web authoring tools to avoid duplicating effort on each page, including templates and site management features
- Import and format text using character styles and paragraph formats for consistency
- Add images to Web pages and modify them to create image maps
- Create hyperlinks between pages for navigation through the Web site
- Create tables for aligning text and images
- Build a Web site with frames to aid a viewer in navigation
- Add animation to a Web site using dynamic HTML
- Use Web authoring software to build in behaviors that require JavaScript
- Use timelines to create animations that do not require plug-ins or Java
- Include multimedia elements in Web pages
- Learn the basics how to create and process forms
- Understand the role of XHTML, XML, PHP and ASP in creating dynamic web sites

- Know the various graphic types for current web technology
- Understand and apply guideline requirements for each project, create and produce correct graphic formats for web page layouts
- Apply different stages of creating web graphics, troubleshoot, problem solve from the beginning (mock up level) to the final web output.
- Apply effective workflow in roundtrip editing with multiple web authoring tools

Software

Adobe CS4 – Web Bundle

Educational Discount may be purchased on line from [Hhttp://hcc.academicssuperstore.com/H](http://hcc.academicssuperstore.com/H)

Required Textbook and Materials

MANDATORY TEXTBOOK REQUIREMENT (You will need your textbook for in class evaluations)



Dreamweaver CS4 Digital Classroom (Paperback) by Jeremy Osborn –
[Order Book from Amazon.com – CLICK HERE](#) - \$31.49

- **Paperback:** 448 pages
- **Publisher:** Wiley; Pap/Cdr edition (October 27, 2008)
- **Language:** English
- **ISBN-10:** 0470410922
- **ISBN-13:** 978-0470410929
- **Product Dimensions:** 9.1 x 7.4 x 1 inches

REQUIRED - External Hard Drive (NOT FLASH Drives)

Course/Lab Policies (When meeting ONSITE & working in Labs)

1. Students are responsible for adhering to all guidelines, procedures and requirements indicated in assignments and project handouts for the course.
2. Information covered in class will not be repeated for students who are tardy or absent. Students are responsible on getting lectures and assignments missed from other students. No make-up tests or classroom exercises will be given.
3. All assignments and projects must be completed by the student. Any work completed with the help of external sources such as lab technicians or past students/relatives etc. will result in a zero grade. Details will be given in each project or assignment.

4. Assignment/Project content or theme must **NOT** contain any inappropriate or offensive material (language, text, images, or multimedia) that relates to any **sexual, religious or political** orientation.
5. References and credits (such as images, text information, media files, etc) used must be documented in each assignment/project where applicable.
6. Work turned in past the dateline will receive a lowered letter grade or possibly an F.
7. Assignments are to be saved on External disks. You may leave your files on the server or class computers, the department will not be responsible for any deleted files.
8. Student must either call or EMAIL the instructor if they cannot make it for class.
9. Plagiarism is inexcusable and will result in an F for the assignment and possible expulsion from the class.
10. No software, hardware, or manuals may be removed from the lab. Software and manuals may not be copied. Lab rules are to be strictly followed. Failure to comply with these rules will mean expulsion from both class and lab.
11. ALL pagers, beepers and cell phones to be switched to silent mode.
12. Students are to apply for Web Site space via HCCS or own their own by the first week of classes. All completed assignments are to be uploaded to their web space by given deadlines.
13. Students are responsible for dropping classes on the given withdrawal date.
IMPORTANT NOTE! You will be administratively given an F automatically if you do not officially drop/withdraw from the course.
14. Everyone is highly advised to get the latest updated virus scanners on their computers.
15. Special request, not mandatory but will be very much appreciated – Instructor is allergic to perfumes & strong fragrances. Please minimize usage if possible. (Thank you for your understanding

Students may find the following information in the student handbook and college catalog:

- Withdrawal Policy
- Refund Policy
- Plagiarism Policy
- Attendance Requirements
- Grading Scale

"The Houston Community College System seeks to provide equal educational opportunities without regard to race, color, religion, national origin, sex, age or handicap. This policy extends to employment, admission, and all programs and activities supported by the college."

SPECIAL NOTE: "Students who repeat a course for a third time or more times may soon face significant tuition/fee increases at HCC and other Texas public colleges and universities. Please ask your instructor/counselor about opportunities for tutoring or other assistance prior to considering course withdrawal or if you are not receiving passing grades."

Students with Disabilities Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc.) who needs to arrange reasonable accommodations must contact the Disability Services Office. HCC-Northwest, Dr. Nancy Russell, Westgate, 713.718.5708, TTY: 281.718.5749; HCC-Southwest, Dr. Becky Hauri, Gulfton, 713.718.7909. Deaf/Hard of Hearing students may reach offices through Relay Texas, 1-800-7335-2988.

The 2009 HCCS Catalog (Page 28) states. "A student may be dropped from a course for excessive absences after the student has accumulated absences in excess of 12.5% of the hours of instruction (including lecture and laboratory time)." This is equivalent to eight hours of class.

Your online attendance since this is a Web Enhanced Course will be monitored through your **Classroom activity & participation (at least 2-3 constructive feedbacks per discussion question/assignment AND project to students for each week).**

SCANS Competencies

During the progress of this course, the student will demonstrate competencies in the following skills:

Workplace Competencies

Resources:

- **Manages Time:** After reading the syllabus in the first class meeting and throughout the course, the student will allocate enough time to complete the required assignments and projects.

Exhibiting Interpersonal Skills:

- **Participates as a Member of a Team:** Throughout the course, the student will work cooperatively with others and contribute to group efforts with ideas and suggestions.
- **Teaches others:** This is a very interactive course in which the student must share ideas and concepts in group discussions and critiques. Peer evaluation is used as a tool to expand objective and courteous verbal and written skills.
- The student is expected to display professional and courteous behavior and demonstrate efficiency and competency in work.
- **Demonstrate Leadership:** Throughout this course the student must develop leadership qualities as he works on a team to develop projects.
- **Works With Diversity:** Each department at HCC has students studying from all over the world. Also, in any semester, we have students whose ages might range from 18 to 80. This diverse student population is one of the strengths of our institution and department. In each course, students gain experience in interacting with men and women from a variety of ethnic, social, or educational backgrounds.

Working with Information

- **Organizes/Maintains Information:** Throughout the course, the student will organize, process, and maintain his/her portfolio in a professional fashion.

Applying System Knowledge:

- **Design/ Improve systems:** The student will be expected to design and re-work and improve his project solutions to create effective and professional work.

Using Technology:

- **Select equipment and tools:** In this course, the student will be expected to select the appropriate software to accomplish his assignments.

Basic Skills

- **Reading:** Throughout the course, the student will understand and interpret written information required for achieving success in the course.
- **Arithmetic/Mathematics:** Throughout this course, the student will calculate measurements and use ratios and formulas to construct his/her projects.
- **Listening:** Throughout the course, the student will receive, attend to, interpret, and respond to verbal messages and other cues such as body language in ways that are appropriate to the purpose. For example, comprehend, learn, evaluate, appreciate, or support the speaker.

Thinking

- **Creative thinking:** This is an essential component of the daily problem solving techniques required to develop and produce successful innovative digital work.
- **Problem Solving:** Throughout the course, recognizing that a problem exists, the student will identify possible reasons for the problem and devise and implement a plan of action to resolve it using a variety of computer applications on the job.

Personal Qualities

- **Responsibility:** Throughout the course, the student will exert a high level of effort and persevere towards goal attainment, work hard to become excellent at doing tasks by setting high standards, pay attention to details, work well even when assigned an unpleasant task, and display a high level of concentration. The student will

display a high standard of attendance, punctuality, enthusiasm, vitality, and optimism in approaching and completing tasks.

- **Self-esteem:** Throughout the course, the student will believe in his/her own self-worth and maintain a positive view of himself/herself. The student will demonstrate knowledge of his/her own skills and abilities, show an awareness of his/her impression on others.
- **Sociability:** Throughout the course, the student will demonstrate, understanding, friendliness, adaptability, empathy, and politeness in new and ongoing group settings. The student will assert himself/herself in familiar and unfamiliar social situations, relate well to others, respond appropriately as the situation requires, and take an interest in what others say and do.

Projects & Assignments (THIS IS SUBJECT TO CHANGE PENDING ON CLASS PROGRESS)

Please note that since this is a 10 week intensive course, we may or may not have a Midterm project depending on the class progress. There will be only one final project for the 10 weeks. As you learn new concepts and application, you will apply the knowledge to your Final Project. (See Final Project Requirements attached).

- **Class assignments (50% of semester Grade)** – Hands on lecture practice files to be uploaded at the end of each class to the Digicom Share. More information will be given out during the 16 week semester.
- **Midterm & Final Exams/Projects (50% of semester Grade)** - Week 16 - Under no circumstances will any late projects be accepted.

Grading Your work will be evaluated according to the following criteria:

Adherence to the assignment guidelines: Do not rearrange the assignment guidelines. Complete the right assignment. If the assignment is not clear to you, it is your responsibility to ask for clarifications before doing it.

Appropriateness: Follow course policies, attitude-check on how you handle projects and challenges along with working with others in class. Completing & handing in assignments/projects on time.

Techniques and Concepts: Application of Concepts and Techniques.

Design Layout: Consider creativity, balance of elements, design techniques, use of white space, fonts, sizes and styles, effects and color.

Quality of Execution: Content information. Strive for excellence. All work should be an attempt at portfolio quality.

Using the above criteria, your work will be assessed on five levels:

A 90-100 Excellent

B 80-89 Good

C 70-79 Average

D 60-69 Poor

F 0-59 Fail

HCC Course Withdrawal Policy

The State of Texas has begun to impose penalties on students who drop courses excessively. That is, if you repeat the same course more than twice, you have to pay extra tuition. In addition, as of Fall 2008, students are limited to no more than SIX total course withdrawals throughout their educational career at a Texas public college or university.

To help students avoid having to drop/withdraw from any class, HCC has instituted an Early Alert process by which your professor will “alert” you and counselors that you might fail a class because of excessive absences and/or poor academic performance. Contact your Professor or a Counselor to learn about what, if any, HCC interventions might

be available to assist you – online tutoring, child care, financial aid, job placement, etc. – to stay in class and improve your academic performance.

In order to withdraw from your class, you MUST contact a Counselor or your Professor and this must be done PRIOR to the withdrawal deadline to receive a “W” on your transcript. If you do not withdraw before the deadline, you will receive the grade that you have earned by the end of the semester. Zeros averaged in for required assignments/tests not submitted will lower your semester average significantly, most likely resulting in a failing grade (“F”). Please do **not** contact both a Counselor and your Professor to request a withdrawal; either one is sufficient.

AGAIN NOTE: IT IS THE RESPONSIBILITY OF THE STUDENT TO WITHDRAW OFFICIALLY FROM A COURSE.

Administrative drops are at the discretion of the instructor.

Failure of a student to withdraw officially could result in the student receiving a grade of "F" in the course.

The final withdrawal deadline for regular term and second start classes is November 12th, 2009. However, classes of other duration (mini-term, flex-entry, 8-weeks, etc.) have different final withdrawal deadlines. Please visit the online registration calendars, HCC schedule of classes and catalog, any HCC Registration Office, or any HCC counselor to determine class withdrawal deadlines. *Remember to allow a 24-hour response time when communicating via email or telephone with a Professor and/or counselor. Do not submit a request to discuss withdrawal options less than a day before the deadline.*

Student Services

INTERNATIONAL STUDENTS: Receiving a W in a course may affect the status of your student Visa. Once a W is given for the course, it will not be changed to an F because of the visa consideration. Since January 1, 2003, International Students are restricted in the number of distance education courses that they may take during each semester. **ONLY ONE** online/distance education class may be counted towards the enrollment requirement for International Students per semester. Please contact the International Student Office at 713-718-8520 if you have any questions about your visa status and other transfer issues.

STUDENTS WITH DISABILITIES:

"Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc) who needs to arrange reasonable accommodations must contact the appropriate HCC Disability Support Service (DSS) Counselor at the beginning of each semester. Faculty are authorized to provide only the accommodations requested by the Disability Support Services Office.

Students who are requesting special testing accommodations must first contact the appropriate DSS Counselor for assistance. Please contact the Distance Education Counselors at 713.718.5275, option #4 or at decounseling@hccs.edu in order to be referred to the appropriate HCC DSS Counselor.

Students who require testing accommodations need to schedule an appointment for testing to ensure that staff will be available for proctoring and to arrange for any adaptive equipment that may be required. Students should contact the distance education instructor's "Instructional Support Specialist" (ISS) the week prior to each exam throughout the semester to confirm that the requested testing accommodations will be met. If you need assistance in determining your instructor's ISS, please contact your instructor or the Distance Education Department (713.718.5275, option #1 or decounseling@hccs.edu) for assistance."

USE OF CAMERAS OR RECORDING DEVICES:

Use of recording devices, including camera phones and tape recorders, is prohibited in classrooms, laboratories, faculty offices, and other locations where instruction, tutoring, or testing occurs. Students with disabilities who need to use a recording device as a reasonable accommodation should contact the Office for Students with Disabilities for information regarding reasonable accommodations.

FALL 2009 TRADITIONAL 16 - WEEK TERM

May 4 Monday	Online Registration Begins - Payment Due at Time of Registration
July 15 Wednesday	Application Deadline for International Students Outside the U.S.
August 10 Monday	On Campus Registration Begins
August 20 Thursday	Application Deadline for International Transfer Students
September 7 Monday	Offices Closed - Labor Day Holiday
August 21 Friday	Last Day for 100% Refund
August 22 Saturday	Classes Begin - Drop/Add/Swap Fee (\$15.00) Begins
August 22 - September 8	70% Refund
August 25 Tuesday	Registration Ends
August 28 Friday	Last Day for Drop/Add/Swap
September 4 Friday	Official Date of Record
September 9 - 14	25% Refund
October 1 Thursday	Application Deadline for Fall Federal Student Loans
October 15 Thursday	Priority Deadline for Fall Completion of Degrees or Certificates
November 12 Thursday	Last Day for Administrative/Student Withdrawals - 4:30 pm
November 25 Wednesday	No Night Classes before Thanksgiving
November 26 - 27	Offices Closed - Thanksgiving Holiday
December 1 Tuesday	Veteran's Advanced-Pay Application Deadline for Spring Session
December 6 Sunday	Instruction Ends
December 7 - 13	Final Examinations
December 13 Sunday	Semester Ends
December 14 Monday	Grades Due by - 12:00 Noon
December 18 Friday	Grades Available to Students
December 21 - January 1	Offices Closed - Christmas Break