Computer Programming Department
Business/Public Service Division
GREENVILLE TECHNICAL COLLEGE

COURSE SYLLABUS

Course Title: Advanced Tools for Website Design
Course Number: IST 238

Lecture hours per week: 3.0 **Lab/Clinic Hours:** **Semester credit hours:** 3.0

Pre- or co-requisite: IST 227 and IST 237

Catalog course description: This course is a study of an advanced (fourth generation) web authoring tool (such as Dreamweaver) to develop increased efficiency and sophistication in website design and web project management. Note: Course taught via College Online only.

Purpose of the course:

1. To develop skills and methodologies for producing professional quality websites using a full-functioned round-trip HTML editor, Dreamweaver.
2. To strengthen site management expertise that ensures efficient, error-free files, and file structures.
3. To control web designs at the HTML level developing clean code while making best use of WYSIWYG development tools.
4. To analyze website meta-issues of access and cataloging in order that search engines make optimum inclusions of the site in search results accompanied by highly communicative descriptions.

Required text(s) or other materials:

1. Adobe Dreamweaver CS4 Revealed; Sherry Bishop; Cengage Learning; ISBN: 978-1-4354-8260-9
2. Software tools needed:
   - Adobe Dreamweaver CS4 or Adobe Dreamweaver CS5. Dreamweaver CS4 is available in the Engineering Technologies Building (Building 103) - Room 113 computer lab.
3. NOTE: Students in traditional classes must access Blackboard for course-related information. Students in hybrid and online classes will access their online content through Blackboard.

COLLEGE-WIDE STUDENT LEARNING OUTCOMES

1. Communication – Students will demonstrate the ability to use active reading and listening skills and to produce effective written and oral communication for varying audiences.

2. Information Technology and Technological Literacy – Students will demonstrate competency in using computer technology within a field of study.

3. Critical Thinking/Reasoning – Students will demonstrate the ability to apply the scientific method, mathematical processes, and research skills to analyze and solve problems/issues by using reflection and reasoning to justify conclusions.

4. Professional and Personal Responsibility – Students will demonstrate the ability to exhibit conduct, attitudes, and etiquette appropriate to the student's community and chosen career. Students will demonstrate the ability to manage time, to use effective interpersonal skills, and to display responsible behavior.

5. Diversity – Students will demonstrate the ability to recognize diversity and to demonstrate respectful conduct and attitudes toward all. Students will demonstrate the ability to explain how global issues impact life, work, and opportunities.

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COMPUTER PROGRAMMING PROGRAM STUDENT LEARNING OUTCOMES

Upon successful completion of the CPT/Programming program, the graduate will be able to:

1. Students will be able to analyze, design, develop, and document solutions that will satisfy the information needs of business users using established design methodologies and standards.
2. Students will be able to design, create, test, and document logical programming solutions to prescribed specifications following established standards and using current development environments and languages for application development and database management.
3. Students will be able to demonstrate the knowledge and ability to install and maintain microcomputer hardware and operating system software.
4. Students will be able to demonstrate the use of a minimum of three business application software packages.
5. Students will be able to demonstrate fundamental team building, project management, and presentation skills by participating in team projects that include team goals and values, a development methodology for documentation and coding, group presentations, and exposure to topics such as diversity, time management, and goal setting.
6. Students will be able to demonstrate the ability to take initiative, assume responsibility, and work under pressure with minimum supervision by successfully completing "hands-on" computer lab assignments.

IST 238 COURSE OUTCOMES

Students who successfully complete this course will have demonstrated the skills necessary to accomplish the following objectives with a minimum competency of 70 percent.

1. Analyze, design, develop and document web solutions that satisfy the information needs of business users, using established design methodologies and standards.
2. Design, create, test and publish a website to prescribed specifications, following established standards using Dreamweaver.
3. Demonstrate best practices using site management, roundtrip HTML features, and other tools to produce cleanly coded, readily updated webpages.
4. Understand and make best use of META tags for search engine finds.
5. Verify designs to address browser issues.
6. Make best use of graphic and media elements and libraries to produce integrated page designs, including use of Fireworks for visual effects and Flash objects to add dynamics.
7. Demonstrate fundamental team building, project management, and presentation skills by participating in a team project that includes team goals and values, a development methodology for page creation, group presentations, and exposure to topics such as diversity, time management, and goal setting.
8. Demonstrate the ability to take initiative, assume responsibility, and work under pressure, with minimum supervision, by successfully completing "hands-on" computer lab assignments.

The objectives of the IST 238 course are intended to meet the CPT/Programming program competencies numbered 2 and 6 above.

IST 238 – Main Topics

Students enrolled in the online class will have a Class Calendar/Outline to follow.

***UNIT 1: (Chapter 1)* Getting Started with Dreamweaver**

1. Explore the Dreamweaver workspace
2. View a webpage and use help
3. Plan and define a website
4. Add a folder and pages and set the homepage
5. Create and view a site map

Unit 1 Test and Unit 1 Project

UNIT 2: (Chapter 2) Developing a Webpage

1. Create head content and set page properties
2. Create, import, and format text
3. Add links to webpages
4. Use the history panel and edit code
5. Modify and test webpages

Unit 2 Project

***UNIT 3: (Chapter 3)* Working with Text and Images**

1. Create unordered and ordered lists
2. Create, apply, and edit Cascading Style Sheets
3. Add styles and attach Cascading Style Sheets
4. Insert and align images
5. Enhance an image and use alternate text

6. Insert a background image and perform site maintenance

Unit 3 Test and Unit 3 Project

***UNIT 4: (Chapter 4)* Working with Links**

1. Create external and internal links
2. Create internal links to named anchors
3. Insert rollovers with Flash text
4. Create, modify, and copy a navigation bar
5. Create an image map
6. Manage website links

Unit 4 Project

UNIT 5: (Chapter 5) Positioning Objects with CSS and Tables

1. Create a Page Using CSS Layouts
2. Add Content to CSS Layout Blocks
3. Edit Content in CSS Layout Blocks
4. Create a table
5. Resize, split, and merge cells
6. Insert and align images in table cells
7. Insert text and format cell content

Unit 5 Test and Unit 5 Project

UNIT 6: (Chapter 6) Managing a Web Server and Files

1. Perform website maintenance
2. Publish a website and transfer files
3. Check files out and in
4. Cloak files
5. Import and export the site definition
6. Evaluate Web content for legal use

Unit 6 Project

***UNIT 7: (Chapter 7)* Using Styles and Style Sheets for Design**

1. Create and use embedded styles
2. Modify embedded styles
3. Work with external CSS style sheets
4. Work with conflicting styles
5. Use coding tools to view and edit styles

Unit 7 Project

UNIT 8: (Chapter 8) Collecting Data with Forms

1. Plan and create a form
2. Edit and format a form

3. Work with form objects
4. Test and process a form

Unit 8 Test and Unit 8 Project

UNIT 9: (Chapter 9) Positioning Objects with CSS

1. Insert an AP div
2. Set the position and size of an AP element
3. Add content to an AP element
4. Use the AP Elements panel

Unit 9 Project

UNIT 10: (Chapter 10) Adding Media Objects

1. Add and modify Flash objects
2. Add rollover images
3. Add behaviors
4. Add Flash video

Unit 10 Test and Unit 10 Project

UNIT 11: (Chapter 11) Creating and Using Templates

1. Create templates with editable regions
2. Use templates to create pages
3. Use templates to update a site
4. Use advanced template options

UNIT 12: (Chapter 12) Working with Library Items and Snippets

1. Create and modify library items
2. Add library items to pages
3. Add and modify snippets

Unit 11 and 12 Project

PORTFOLIO PROJECT

IST 238 – COURSE SPECIFIC REQUIREMENTS

It is recommended that you purchase your own copy of CS4 Web Premium, Student Edition to use for this class and for IST 240. The educational discount version, a full version of the software limited to non-commercial use, is available through the GTC bookstore, or from education discount websites such as www.compuserve.com and www.academicsuperstore.com. The cost should be under $350. Student Edition is for non-commercial use only. If you will be making commercial use of the software, purchase Creative Suite Web Standard ($399) or Creative Suite Web Premium ($549).

The textbook for this class is based on Dreamweaver CS4. We will make the needed adjustments to assignments and functions as needed to allow use of CS3 if you already have it. If you are purchasing new software, buy the most current version available. Software is also available for your use in the Business Division Student Lab located in the Engineering Building (#103), Room 115, on the Barton Campus.

*****There will be homework assignments with each unit which WILL require lab time in ADDITION to class time.**

IST 238 – EVALUATION AND GRADING INFORMATION

GRADING POLICY

Fifty (50) percent of the final grade will be based on the average of the unit projects. One of the unit projects will be a two-page paper that addresses design questions applied to a website, such as:

- Search ability
- Mobile devices
- Accessibility
- Internationalization

Points will be deducted for the following on all assignments:

- Non-functioning elements.
- Errors in grammar, spelling, punctuation, capitalization or word use in papers or on publishable web pages.
- Lateness.

Twenty (20) percent of the final grade will be based on the average of unit tests.
Ten (10) percent of the final grade will be based on the grade for participation in online Discussions.
Twenty (20) percent of the final grade will be based on the grade for the Portfolio project. The final project takes the place of the final exam for this course.

All assignments (i.e., labs, projects, research papers, etc.) for this course must be completed and submitted to the instructor by the due date established in order to receive credit for the assignment.

Final letter grades will be issued as follows:

A	=	90 - 100	points
B	=	80 - 89	points
C	=	70 - 79	points
D	=	60 - 69	points
F	=	0 - 59	points

READ THIS SYLLABUS CAREFULLY

You should read this syllabus carefully and ask your instructor about *any* aspects that you do not understand. The syllabus is an agreement between you and your instructor concerning course objectives, course content, grading, and other policies and procedures particular to this course. The above information is specific to the course. Three additional documents are provided as attachments and *are considered a part of this syllabus*:

Attachment I:

Each instructor will provide a supplement to this syllabus. The supplement will include: a week-by-week plan of instruction based on the section in which you are enrolled; your instructor's name, office hours and/or office location; and your instructor's contact information and recommended best methods to contact your instructor.

Attachment 2:

The Department responsible for developing and teaching has policies and procedures in place to assure quality instruction for all students. These are attached as "Departmental Policies and Procedures."

Attachment 3:

Please note that it is your responsibility to read the current Student Handbook included in Greenville Technical College's Catalog. (See website.) The Student Handbook addresses specific academic and student conduct policies and procedures. Excerpts from the Student Handbook representing the policies and procedures most often referred to in working with students are provided for your convenience as "Attachment 3."

Approved by: _____

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13 Dec 10
Date

This syllabus will remain in effect until revised or reviewed no later than August 2011.