Cambridge College
New England Institute of Business

Course Syllabus

DMK401: Fundamentals of Web Design

Syllabus Overview

This syllabus contains all relevant information about the course: its objectives and outcomes, the grading criteria, the texts and other materials of instruction, and weekly topics, outcomes, assignments, and due dates. Consider this your roadmap for the course. Please read through the syllabus carefully and ask questions if you would like anything clarified. Please print a copy of this syllabus for reference.

Course Description

3 Credits

Prerequisite: None

This course is designed to instruct students on modern website construction and design. The course will survey techniques and tools for using images and layout to present clean, clear and efficient pages to meet business objectives. Students will review existing literature and websites with an eye towards finding out what works, and what does not.

The course will provide a foundation of traditional principles of visual design, digital tools and techniques compatible with designing sites for online, tablet and mobile platforms. Students will learn basic HTML/CSS/Javascript coding and will be introduced to popular web design and graphics programs including the content management system (Wordpress, Wix, Weebly), landing pages and Paint.net.

Course Outcomes

At the completion of this course, students should be able to:

- Utilize basic HTML and Cascading Style Sheets elements.
- Illustrate the components that make an engaging website.
- Explain the role of content management systems.
- Analyze the interactive, multimedia, Web 2.0, and communication environments, including issues of diversity and inclusiveness.
- Create Web sites that are functional and well designed.
- Develop engaging multimedia to accompany sites.

Communication with Your Instructor

You will receive a welcome email from your instructor prior to the start of class. This email will contain your instructor's contact information. Your instructor will also be communicating with you via several methods in the course, including:

- **Announcements** – This communication tool, located on the navigation menu within your course in Canvas, contains important updates. Be sure to check for new announcements from your instructor each time you access your course.
- **Q&A** – Use this discussion board, located on the Home screen in your course, to communicate with your instructor and classmates regarding general course questions (i.e. missing links, assignment clarification, etc.).
- **Inbox** – Use the Inbox, located in the top right corner of Canvas, to send a message to your instructor or classmates.

Materials and Resources

Required Text:

Williams, A. (2017). Wordpress for Beginners 2017. Retrieved from Amazon Digital Services LLC.
ISBN-10: 1539911128 | ISBN-13: 978-1539911128

Bookstore Information

The bookstore can be accessed from the left-hand navigation of any Canvas course.

Library Services

Detailed information about the eLibrary can be found in the Student Resource Center. This is a course that all students have access to during their academic career.

Canvas Help Desk and Technical Questions

If you experience technical issues in your course, please contact the Canvas Help Desk by clicking the Help link (top right corner within Canvas). There are 3 ways to contact them:

- Phone (888-628-2749)
- Live chat
- Report a problem (submit a ticket)

Be sure to notify your instructor of any technical difficulties you are experiencing.

Additional resources are available in the Student Resource Center and the Canvas Guides website:

Weekly Schedule

Week 1	Web Design Techniques and Strategies
Outcomes	- Describe web design strategies. - Utilize web-based technologies. - Create a simple website using Wix.com.
Readings	- How the web works 11 web design trends to watch in 2018 - How to design your first wireframe

	10 Wireframing Tools to make great websites and make great design decisions
Lectures	Course Introduction with Dr. J
Multimedia	- Students speak: ePortfolios - What is a wireframe?
Discussion	**The good, the bad and the ugly**
Assignment	**Wix the Web**

Week 2	Getting started with HTML
Outcomes	- Demonstrate the basics of HTML including elements, attributes and images. - Describe how browsers interpret HTML documents. - Explain the relationship between HTML and Cascading Style Sheets. - Explore new ways to create web content using a site builder (Weebly) and Blogger.
Readings	- Creating a simple page - Marking up text - Adding links - Adding images
	- HTML4 and HTML5 tutorial - HTML
Lectures	Simple HTML with Dr. J
Multimedia	HTML5 tutorial for beginners - Part 1 of 6
Discussion	**Blogging**
Assignments	**www.WEEBLY.com**

Week 3	Managing Images Online
Outcomes	- Demonstrate photo editing techniques and strategies that create engaging graphic sites. - Explain the role of copyright in relation to online images. - Explain the difference between image file types (JPG, GIF, PNG, and SVG). - Create a simple logo using Adobe Photoshop CC. - Explain the difference between open source photo editors and Photoshop.
Readings	- W3Schools HTML Web graphics basics - Graphic Design Basics - Web Design Basics and Modern Trends - Images in HTML
Lectures	Paint.net with Dr. J
Multimedia	- Photoshop for beginners part 1 - Beginners Photoshop basics part 2 - How to edit a photo in Photoshop - What is Photoshop CC? - Removing a person from the background with masking - Swapping heads in a family portrait - Introducing adjustment layers - Improving tonal quality with levels - Removing skin blemishes with the healing brushes - Non-destructive crops - Adobe Camera Raw as a filter - Photoshop visual dictionary - Adobe Tutorials
Discussion	**Who Owns Who?**
Discussion	**Logo Logic**
Assignment	**Create a basic HTML**

Week 4	Advanced HTML
Outcomes	- Show the importance of using tables in effective web design - Explain how to collect data from visitor using online form technologies - Summarize how HTML5 differs from previous versions - Illustrate the role of APIs for web developers.
Readings	- Difference between HTML and XHTML - What is HMTL 5
Lectures	Tables with Dr. J
Multimedia	- HTML5 tutorial for beginners - part 1 of 6 - Getting started - What is open? A simple description of APIs - What are APIs?
Discussion	**Survey Share** **Table Challenge**
Assignments	**Table Challenge**
Quiz	HTML Quiz
Week 5	Dynamic Web Design
Outcomes	- Apply API to Web Design - Experiment with the basic functions of Javascripting and Cascading Style Sheets in Web Design - Compare Responsive Web Design (RWD) to other common web design approaches
Readings	Cascading style sheet
Lecture	CSS with Dr. J
Multimedia	*Responsive web design tutorial and explanation* *CSS tutorial for beginners - part 1 of 4 - Applying styles*
Discussion	**Building a landing page**
Assignment	**API Exploration**

Week 6	Getting started with Wordpress
Outcomes	• Create a website using Wordpress
Readings	• WordPress for Beginners, 2017.
Lectures	• Simple Wordpress with Dr. J
Multimedia	• How to build a website with WordPress 2019
Discussion	**Wordpress Experience**
Assignments	**Your Wordpress**
Quiz	Refer to your course
Week 7	**Wordpress Plug-ins**
	• Explain the role of plug-ins in web design • Describe the features and installation process for commonly used Wordpress Plug-ins.
Readings	• WordPress for Beginners, 2017.
Multimedia	• WooCommerce • Visual Composer • Wordpress Tutorial
Assignment	**Mail Chimp**
Discussion	**Digital campaign**
Week 8	**The Week of YAH!**
Reading	WordPress for Beginners, 2017.
Assignment	**You Are Hired! Website Contest**
Lecture	**Website Contest**

Grading and Evaluation

Your grades will reflect the way in which you present and support your topics and positions in the various learning activities used in this course. The grades will be based on the quality and quantity of your comments and responses in the various activities.

Be sure to review the discussion and assignment rubrics in the course for specific grading criteria.

The various graded activities are weighted as follows:

Course Element	% of Final Grade
Assignments	25%
Assignments (pass/fail)	10%
Website Contest Submission	15%
Discussions	20%
Quizzes	30%
Total	**100%**

Students will be expected to meet all the deadlines of the class as indicated throughout the course and in the syllabus. This is primarily so we don't get behind in the course. In addition, discussions cannot overlap from one week to the next. This is to ensure that all discussions and submissions take place within the week they are scheduled in order to be of value to the entire class as well as to help you not get behind. If there are extenuating circumstances, you will need to communicate that to the instructor and make arrangements accordingly, if appropriate.

Late Assignments: Exceptions are to be determined by the instructor on a case-by-case basis. There will be no opportunities for extra credit.

Learner Success Guidelines

These guidelines are provided to help you succeed in your coursework:
- Participate in the class introduction activity on the first day of class.
- Submit ALL assignments by the posted due dates and times.
- Check your emails daily.
- Contact Portal Help for logon problems or Canvas Help for technical issues with Canvas.
- Participate fully in all threaded discussions.
- Contact your instructor if you have questions about an assignment or need additional help completing your work successfully.

Academic dishonesty is grounds for dismissal from the program.

Academic Policies

The following Academic Polices can be found in the Student Resource Center.
- Grading Criteria
- Reasonable Accommodations Policy

- Student Attendance Policy
- Academic Honesty and Integrity Policy
- Student Engagement and the Granting of Academic Credit
- Copyright Policy

Caveat

The above schedule, content, and procedures in this course are subject to change. All policies are superseded by the latest College Catalog available on our website: https://www.cambridgecollege.edu/student-rights-complaints-grievances/student-code-conduct