Course Syllabus

**Department:** Computing Sciences

**Date:** 3/5/2014

I. **Course Prefix and Number:** CSC-162

**Course Name:** Web Site Development for New Media

**Credit Hours and Contact Hours:** 3 credit hours – 3 contact hours

**Catalog Description including pre- and co-requisites:**

This course is an introduction to Web site development. Students will learn how to design and develop Web pages using current technologies and tools. Topics covered will include the World Wide Web, HTML, Cascading Style Sheets (CSS), current browsers, and Adobe’s Web site creation and management application, Dreamweaver. Other topics include Web publishing, Web standards, and intellectual property law.

**Note:** This course was designed to address the needs of students enrolled in the A.S. New Media degree.

**Prerequisite:** None

Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable:

This course is a required for the:

- AS New Media degree

This course is offered as an elective for the:

- Non-Computing Science majors requiring a CSC elective
II. Course Student Learning Outcomes:

Upon completion of the course the participant will be able to:

- Create a well-designed Web site utilizing the most current standards and practices
- Demonstrate content knowledge in web technologies including HTML, CSS, Web browsers and Web editing software
- Select appropriate Web tools for a Web development project
- Identify obstacles created by the lack of standardization across available browsers and markup language versions in a global environment
- Present a final product to a group of peers for comment

College Learning Outcomes Addressed by the Course: (check each College Learning Outcome addressed by the Student Learning Outcomes)

☐ writing  ☑ computer literacy
☑ oral communications  ☑ ethics/values
☐ reading  ☐ citizenship
☐ mathematics  ☐ global concerns
☑ critical thinking  ☐ information resources

III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed): For each identified outcome checked, please provide the specific assessment measure.

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>computer literacy</td>
<td><strong>Tutorials and Case Problems:</strong> Students will complete Web page tutorials and case problems using Web page development tools and technologies.</td>
</tr>
<tr>
<td>critical thinking</td>
<td><strong>Online Quizzes:</strong> Students will complete regular in-class quizzes demonstrating well-reasoned arguments and problem-solving skills as they relate to course content.</td>
</tr>
<tr>
<td>oral communications, computer literacy, ethics and values</td>
<td><strong>Final Project:</strong> Students will be required to complete and present to their peers, a final Web site project that will demonstrate presentation skills, professional and appropriate use of images and content, and a knowledge of a variety of Web technologies</td>
</tr>
</tbody>
</table>
IV. Instructional Materials and Methods

Types of Course Materials:
Textbooks: a tutorial approach to creating Web sites
Software: Web browsers, text editors, validators, Web page editors

Methods of Instruction (e.g. Lecture, Lab, Seminar …):
Lecture
Discussions
Demonstrations
Hands-on lab activities

V. General Outline of Topics Covered:

HTML/ XHTML
Develop a Web page
Web and HTML History
HTML History
Elements and Tags

Develop a Web site
Structure and Relationships
Links

Work with Cascading Style Sheets
History and Concepts
Inline, Embedded and External Style Sheets
Styles
Selector Patterns

Create Page Layouts with Cascading Style Sheets
Page Layout
Display Style
Positioning

Web Tables
Structure
Spanning Cells
Columns and Row Groups
Formatting and Layout

Web Forms
Form Elements
Form Action and Methods
Web Forms and Web Servers

Work with Multimedia
Media Applications on the Web
Digital Audio
Digital Video
Object Embedding
Advanced CSS
  Special Effects
  Print Media
  Mobile Web

Web Page Editor

Explore the Dreamweaver workspace
Develop a Web Page
  Create, Import and Format content
Work with text and Cascading Style Sheets (CSS)
  Add and Edit Rules
Add images and graphic enhancements
Work with Links and Navigation
  External and Internal Links
  Image maps
Object Positioning
  CSS
  Tables
Manage a Web Server and Files
  Publish a Website
  Website Maintenance
  Import and Export Site Definitions
  Presenting a Website to the Client
Use Styles and Styles Sheets for Design
  Create and Modify Styles
  Use CSS3 and Media Queries
  Work with Conflicting Styles
Collect Date with Forms
Position Objects with AP Divs
Add Media and Interactivity
  Add Behaviours
  Add Sound
  Add Video
Create and Use Templates
Work with Library Items and Snippets