BTEC 270 Introduction to Web Page Design

Credit Hours: 3

Scheduled hours per week
Lecture: # 3
Lab: #
Other: e-course

Catalog Course Description: This course introduces students to the fundamentals of web development with an emphasis on good design practices and effective troubleshooting techniques. Web design software tools are used to create and manage dynamic web sites. Topics include formatting text with CSS, working with images, hyperlinks, using tables and forms, creating web page layouts, publishing a web site and social networking tools.

Prerequisites: CS 101

Corequisites: None

Course Learning Outcomes:

Students should be able to:

Apply fundamentals of Microsoft Expression Web 4 and basic HTML (Hypertext Markup Language) for planning and decision-making process involved in creating Web pages and sites, style sheets, and role of a Web Page Editor.

Create Web pages and Web sites that include text, images, and hyperlinks, Style Sheets, and Templates suitable for a variety of personal and business use.

Apply enhancements to a Web Page using tables, forms, frames, and interactivity with marquees, page transitions, hover buttons, banners, layout, graphics, desktop publishing, and animation.

Create a published site with a host site, transfer files, troubleshoot and problem solve to publish and maintain a web presence.

Understand copyright and ethical responsibilities in developing Web pages and Web sites.

Create ADA accessible web sites and analyze user reactions to Web page presentations.

Create Facebook, Twitter, MySpace, Smile Box, blogs, wikis, and other social networking tools.

Topics to be studied:

Creating an Expression Web Site
Start Expression Web 4
Create a Web Site
Set Page Properties
Enter Text Applying Format and Styles
Save Individual Web Pages
Spell Checking Pages
Switch Views | Previewing in Browsers
Print a Web Page
Close Expression Web

Work with Templates and Styles
Start a New Web Site Using a Template
Specify the Structure of the Site
Modify the Structure of a Web Site
Enter and Edit Text
Dynamic Web Page Template Pages
Define Styles and Style Sheets

Create Styles and Layouts with CSS
Use CSS to Control Formatting and Layout
Use CSS to Prioritize Rules
Create and Attach Style Sheets

Work with Images and Links
Accessibility Properties
Insert an Image
Adjust the Workplace Layout
Adjust Proportions
Position an Image
Enhance an Image
Control Image Files
Adding navigational Links to a Site

Expression Web Design Feature
Web Site Purpose, Target Audience, and Structure
Site Navigation System
Color Schemes and Page Layout
Write Web Page Text
Web-Ready Images and Multimedia
Pre- and Post-Publishing Testing

Work with Data Tables and Inline Frames
Use a Preformatted Style Sheet
Create Data Tables | Table and Cell Properties
Enter Text into Cells | Add Images into Cells

Add Rows and Columns
Merge and Format Split Cells
Format Table Text | Convert Text to a Table | Table AutoFormat
Use Frames and Tables to Lay Out a Web Page

Add Interactivity
Create an Interactive Navigation Bar
Edit and Organizing Interactive Buttons
Define Behaviors
Create Image Maps

E-Commerce Feature
The Role of E-Commerce in Today's Business
E-Commerce Business Models
Web Site E-Commerce Elements
Add E-Commerce Capability to a Web Site

Work with Forms
Define Forms and Form Controls
Add Form Controls
Submit and Collecting Data

Build a Web Site with CSS-Based Templates
Import Files | Add Background Images
Create ID-Based Styles
Use List-Based Navigation | Add Sidebars
Use Typography to Improve Readability
Add Drop Cap Styles | Define Editable Regions

Test and Publish Your Web Site
Run and Review a Site Summary Report
Run and Review an Accessibility Report
Run and Review a Compatibility Report
Use Super Preview
Understand Web Site Hosting
Define Web Server Types | Set Publish Options
Publish FTP
Optimize HTML

Web Site Marketing Feature
Online Marketing Tools (Search tools, Link Exchange, Online Ads and Advertise Networks, Business Blogs, Permission-Based E-Mail Advertising and Newsletters)
Offline Print and Word-of-Mouth Advertising Tools
Web Site Maintenance
Web Site Performance Evaluation
Web Standards and Accessibility
ASP.NET; Silverlight.

Relationship of Course to Program or Discipline Learning Outcomes:

Associate of Applied Science in Business Technology (BTEC) Program Outcomes:	
At the conclusion of the AAS in Business Technology program, students will:	
Communicate effectively and professionally both orally and in writing within the context of the business world in an administrative role.	X
Demonstrate competence in the use of electronic tools: hardware and software-to research, manage, and present information.	X
Utilize word processing software such as MS Word to design professional quality documents (reports, memos, etc.), including the ability to import and appropriately integrate tables and graphics.	
Utilize spreadsheet software such as MS Excel to manipulate and analyze data, including basic operations on cells and cell ranges, formulas and functions, filters, sorts, and develop graphs and charts.	
Utilize presentation software such as MS PowerPoint to present information in an appropriate and sophisticated manner, including design templates, color and animation schemes, custom animation, and importation of charts, tables, and graphics.	X
Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people who have different roles, social affiliations, and personalities.	X
Be prepared for admission to the Bachelor of Applied Science in Business Administration with a Business Information Technology (BIT) concentration at WVU at Parkersburg.	

Relationship of Course to General Education Learning Outcomes:	
Composition and Rhetoric Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	X

Science & Technology Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
Mathematics & Quantitative Skills Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	
Society, Diversity, & Connections Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	X
Human Inquiry & the Past Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	
The Arts & Creativity Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	X
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Special projects or requirements of the course:

Hands-on Projects
Publishing a Web Site
Quizzes

Additional information:

BTEC courses require a C or better for Certificates, Associate's Degree, and BASBA Major Concentration.

Prepared by: Carol C. Thomas, Professor

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