| 1. School/Division | School of the Arts |
| 2. Academic Subject Code | FINA |
| 3. Course Number | P323 (must be cleared with University Registrar) |
| 4. Instructor | Ackoff or Hatt |
| 5. Course Title | Introduction to Web Design |
| 6. First time this course is to be offered (Semester/Year): | Spring 2003 |
| 7. Credit Hours: Fixed at | 3 cr. |
| 8. Is this course to be graded S-F (only)? | Yes |
| 9. Is variable title approval being requested? | Yes |
| 10. Course description (not to exceed 50 words) for Bulletin publication: | This course covers the technical fundamentals and principles of website design. Students learn the basics of HTML, including tables, frames, and working with images and links. Web-authoring software will also be utilized, including the use of style sheets, rollovers, animations, and creating forms. |
| 11. Lecture Contact Hours: Fixed at | 5 hrs/week |
| 12. Non-Lecture Contact Hours: Fixed at | N/A |
| 13. Estimated enrollment: | 15 | of which | 0 percent are expected to be graduate students. |
| 14. Frequency of scheduling: | Fall/Spr. |
| 15. Justification for new course: | required for BFA in Graphic Design |
| 16. Are the necessary reading materials currently available in the appropriate library? | N/A |
| 17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials. |
| 18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant. |
| 19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted. |

Submitted by: 

[Signature]  Date 10/24/01

Department Chairman/Division Director

Approved by: 

[Signature]  Date 10/22/02

Dean

Dean of Graduate School (when required)  Date 11/4/04

Chancellor/Vice-President

University Registrar  Date

After School/Division approval, forward the last copy (without attachments) to the University Registrar for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.
Introduction to Web Design

Syllabus

Objectives

- To develop a basic understanding of html code.
- To learn how to optimize images for the web.
- To learn the basic features of Dreamweaver, a web authoring program.
- To develop an understanding for design as applied to presentation of material on the web.

Texts and Materials

Required Texts:

- Web Design Made Easy, by Dennis Gaskill.

Optional Texts:

- Web Style Guide by Patrick H. Lynch and Sara Horton. This publication is available online at info.med.yale.edu/caim/manual or may be purchased in book form.

HTML CODE

The World Wide Web

- Elements of a web page
- Introducing html

Creating an html document

- Basics
- Headings
- Formatting text
- Lists
  a) Ordered list
  b) Unordered list
  c) Definition list
  d) Nesting lists
- More html
  a) Horizontal rules
  b) Line breaks
  c) Quotations
  d) Character entities
  e) Preformatted text
  f) Centering
- Links
  a) Relative vs. absolute addresses
  b) Linking to a location on the current page
- Tables
  a) Basic structure
  b) Formatting borders and cell contents
  c) Cell padding and column headings
• Frames
• Working with images
   a) File formats
   b) Inline images
   c) External images
• Forms and image maps will be covered in Dreamweaver.

PREPARING IMAGES AND MEDIA FOR THE WEB
• Bitmap and vector images
• Compression - lossless or lossy
• Low bandwidth graphics
• ImageReady

DREAMWEAVER
• CHAPT 1: Review of HTML
• CHAPT 2: Dreamweaver interface
• CHAPT 3: Planning and designing a web site
   a) Defining a site
   b) File and folder management
   c) Creating a site map
• CHAPT 4: Dreamweaver basics
   a) Inserting text and images
   b) Positioning text and images
   c) Page properties
   d) CHAPT 5: Links
   e) Meta tags
• CHAPT 6: Dreamweaver and HTML
   a) External HTML editors
   b) Clean-up HTML
• CHAPT 7: Web typography
   a) Using different fonts
   b) Aligning text
   c) Color schemes
• CHAPT 9: Tables
• CHAPT 10: Style sheets
• CHAPT 12: Frames
• CHAPT 15: Forms
• CHAPT 16: Rollovers

GETTING IT ONLINE
• FTP
• Checking your file in various browsers and on PC/Mac platforms
ASSIGNMENTS
- You will have a number of small assignments putting together page elements using the basics of HTML and Dreamweaver. These will be 1-page web sites to help develop your understanding of the basic features of HTML and web-authoring software.
- Announced quizzes will be given.
- Design and develop a personal web site containing a resumé and a portfolio of your work.
- Design and develop a mock commercial web site.