

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



MASTER SYLLABUS

GMMD 330 Web Design and Development

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**CANINO SCHOOL OF ENGINEERING TECHNOLOGY
GRAPHIC AND MULTIMEDIA DESIGN
FALL 2018**

A. **TITLE:** Web Design and Development

B. **COURSE NUMBER:** GMMD 330

C. **CREDIT HOURS:** (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

Credit Hours: 3

Lecture Hours: 3 per week

Lab Hours: per week

Other: per week

Course Length: 15 Weeks

D. **WRITING INTENSIVE COURSE:** No

E. **GER CATEGORY:**

F. **SEMESTER(S) OFFERED:** _Fall/Spring

G. **COURSE DESCRIPTION:**

In this course students are introduced to basic code, web development strategies, and current industry standards. Students learn how to create and edit HTML and CSS with web authoring tools. Special emphasis is placed on file management and image design. The course culminates in a final project utilizing the design process.

H. % **PRE-REQUISITES/CO-REQUISITES:**

a. Pre-requisite(s): GMMD 102 and CITA 180 or GMMD 111 or GMMD 121 or permission of the instructor

b. Co-requisite(s):

c. Pre- or co-requisite(s):

I. % **STUDENT LEARNING OUTCOMES:**

<u>Course Student Learning Outcome</u> <u>[SLO]</u>	<u>PSLO</u>	<u>GER</u>	<u>ISLO</u>
a. Define HTML and CSS and their purposes.	PSLO 1 Student assessment addresses composition, form, function, and design.		1 [O, W]
b. Distinguish the differences between file types associated with the web.	PSLO 4 Public display of student work demonstrates attention to professional detail.		2 [CA][IA] [PS]
c. Evaluate web browsers and predict compatibility issues associated with each.	PSLO 1 Student assessment addresses composition, form, function, and design.		1 [O, W]
d. Apply commonly used HTML tags and how to use them.	PSLO 4 Public display of student work demonstrates attention to professional detail.		2 [CA][IA] [PS]
e. Link to documents on the local disk using relative links and to other documents on the WWW using absolute URLs.	PSLO 1 Student assessment addresses composition, form, function, and design.		1 [O, W]
f. Create various types of lists, tables, formatted text, and other web elements	PSLO 4		2 [CA][IA] [PS]

including line breaks, rule lines, block quotes, and menus.	Public display of student work demonstrates attention to professional detail.		
g. Collect and assemble varying image types and organize them within a site.	PSLO 3 Student portfolio demonstrates a clear organizational structure and narrative.		2 [CA][IA] [PS]
h. Design and develop a series of HTML documents to create an effective website.	PSLO 4 Public display of student work demonstrates attention to professional detail.		2 [CA][IA] [PS]

KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking <i>Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

J. APPLIED LEARNING COMPONENT: Yes X No _____

K. TEXTS:

L. REFERENCES: W3C

M. EQUIPMENT: computer labratory

N. GRADING METHOD: A-F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

Student performance will be evaluated via:

- ^ Weekly projects
- ^ Evaluative journal
- ^ Site portfolio

P. DETAILED COURSE OUTLINE:

- I. Understanding Web Browsers and the Hypertext Markup Language
 - A. Using Multiple Web Browsers
 - B. Web Browser Compatibility
 - C. Understanding Hypertext Markup Language (HTML)
 - D. Web Standards and Resources
 - E. File Types
- II. Creating Simple Web Pages
 - A. Basic Text Formatting with HTML
 - B. Fonts and Colors
 - C. Examining File Structure and Organization
 - D. Tables and Data
- III. Web Graphics
 - A. Using Images, Colors, and Backgrounds
 - B. Image Types and Utilization
- IV. Web Authoring Tools
 - A. Getting Started
 - B. Designer vs. Coder
 - C. FTP and Remote File Management
- V. Customizing HTML
 - A. Cascading Style Sheets (CSS)
 - B. Templates
- VI. Designing Effective Web Sites
 - A. Designing Web Pages
 - B. Writing Content for the Web
 - C. Navigation
 - D. Good vs. Bad Web Design
- VII. Multimedia and Forms
 - A. Multimedia: Adding sounds, video, Flash etc.
 - B. Designing Basic Forms
- VIII. Mobility
 - A. Examining Mobile Device Design

Q. LABORATORY OUTLINE: