



BT 1801

Division: Business and Technology

Department: Business Technology

Course: BT 1801

Title: Web Page Design

Catalog Description:

This class will teach the student how to design and create attractive and effective web pages. The students will learn the elements necessary to reach a target audience as well as the principles of good layout and web design, taking into account proper graphic aspects, etc. Web sites created are reviewed and evaluated for their effectiveness in the use of all of the principles of good web design. Students will have hands-on experience using available web editing software and they will build web sites incorporating those learned principles.

General Education Requirements: N/A

Semesters Offered: Fall, Spring

Credit/Time Requirement: Credit: 3; Lecture: 3; Lab: 0

Clock/Hour Requirements: 0

Offered for Non-Credit: Yes

Prerequisites: None

Corequisites: None

Justification:

The ability to create attractive, well-designed web pages is in high demand. The Internet is dramatically altering delivery approaches in marketing, education, and all aspects of life. Concepts taught in this course will increase employment opportunities and life skills for the student. This course is designed to transfer to 4 year colleges. This course has been approved by the program advisory committee.

Student Learning Outcomes:

Upon successful completion of this course, students will be able to:

- Understand the basic principles of web page layout and design
- Understand the basic processes in application-assisted site development
- Understand the necessary tools needed to create and maintain their own web site

Content:

Course objectives will be accomplished by providing students with learning experiences in the following subject areas:

- Evaluating existing web sites for design and structure
- Designing attractive and effective web page structure
- Creating and implementing graphics into a web page

- Understanding and implementing basic HTML tags
- Implementing links to other web pages
- Using tables to control web page layout
- Managing the content of web pages
- Using graphics software to create professional looking graphics

General Education Outcomes:

1) Read effectively, constructively, and critically.

Students will be required to read and review a number of commercial and private web sites to evaluate their effectiveness in reaching their audience.

- Students will be required to read about Web Design principles from a prescribed text and evaluate their own work according to the principles described in the text

2) Write clearly, informatively, and persuasively.

Students are required to build web sites that deliver written content to a specified audience.

- Students are taught that the content of their web sites must be structurally and grammatically correct.

4) Retrieve, evaluate, interpret, and deliver information through a variety of traditional and electronic media.

Students will utilize the Internet extensively in evaluating, developing, and delivering web site content.

Applied Education Outcomes:

1) Students will acquire entry-level skills specific to and appropriate for employment in their chosen field of study.

Students will use up-to-date commercial software to create attractive and effective web pages to fit personal needs as well as the needs of small to mid-size businesses.

Key Performance Indicators:

Basic evaluating methods will measure concepts and hands-on practice, as well as a student's ability to demonstrate skills learned in each unit.

Two exams covering the technology used and the principles taught will account for 20% of grade. Interim projects testing the student's ability to evaluate and apply principles taught will account for 25% of the grade. Interim quizzes will be administered to assess understanding and will account for 15% of the grade.

Construction of a midterm web site will account for 20% of the student's grade. Construction of a final project web site designed to evaluate the student's ability to apply effective design principles will account for 20% of the grade.

Percentages are approximate.

Representative Text and/or Supplies:

The Non-Designer's Web Book by Robin Williams and John Tollett
The Web Collection Revealed by Sherry Bishop, Jim Shurman, and Barbra Waxer. Current editions or equivalent.

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Maximum Class Size: 20

Signatures:

I hereby submit this course syllabus:

Lisa Anderson, MS, Associate Professor

I hereby find this course consistent with the goals and resources of the Business Technology Department:

Lisa Anderson, MS, Associate Professor, Chair

I hereby find this course consistent with the goals and resources of the Business and Technology Division:

Doug Dyreng, MS, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)