



BT 2120

Division: Business and Technology

Department: Business Technology

Course: BT 2120

Title: Web Development Essentials

Catalog Description:

This course will instruct students in fundamentals of web site creation practices by developing basic skills in XHTML and CSS. Students will explore the range of Internet and web technologies, looking particularly at future opportunities for Web and multimedia developers. Students will also examine various multimedia formats (images, audio, video, sound, and animation) and learn about Web standards and accessibility.

General Education Requirements: N/A

Semesters Offered: TBA

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

Clock/Hour Requirements: 0

Offered for Non-Credit: Yes

Prerequisites: A basic level of computer literacy is required for this course. Students will be expected to have a basic skill level in the following tasks: saving files, using email and sending attachments, searching on the Internet, using a word processor, and creating simple graphics in a basic graphic design or manipulation tool.

Justification:

A Web presence is necessary for virtually every business. Many small business owners must create and maintain their own websites. This course gives students a foundation in basic web languages and essentials, requiring them to create a website during the course and preparing them for more advanced courses.

Similar courses are taught at other USHE institutions, including UVU, SLCC, CEU, and Dixie State College.

The addition of this course into the Business Technology curriculum was advised and is supported by the Business Technology Advisory Committee members.

Student Learning Outcomes:

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

- analyze a variety of websites and identify strengths and weaknesses
- describe the goals, identify the audience, and create a page layout and site structure for a website
- upload Web pages using FTP protocol
- hand code and validate XHTML and CSS pages
- demonstrate the proper use of CSS selectors for design and layout

- properly embed images, videos, and audio into a web page
- design a Web form to collect user information and validate the form using JavaScript to ensure values have been inserted
- utilize server technologies to access shared documents for building group projects

Content:

BT 2120 instructs students in Internet basics, including analysis of a variety of websites to identify strengths and weaknesses. Students will be instructed in the appropriate use of XHTML to structure and identify the pieces of a web page's content. Appropriate use of CSS, the language used to control the presentation or appearance of the content, will also be taught and applied to XHTML structure. Students will practice embedding multimedia objects into a page and uploading pages using FTP protocol. Simple JavaScript will be taught for use in creating and validating a form based on user input. The course covers website industry accessibility requirements and expectations, as well as instruction in utilizing server technologies for document sharing.

Generally, students will apply skills learned by completing a project, a quiz, and an online discussion entry to demonstrate their knowledge and understanding of each week's lesson.

General Education Outcomes:

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

Students will evaluate existing websites based on criteria discussed in class. Students will also complete weekly projects demonstrating information delivery in their own websites and applying their XHTML and CSS coding skills. Project feedback is given by the instructor using an established assessment form. Peer feedback and evaluation will also be utilized. Students will further demonstrate their understanding of lesson concepts by taking weekly quizzes, making weekly online discussion posts, and composing periodic journal entries.

Applied Education Outcomes:

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

Using XHTML and CSS, students who complete the course will be able to create websites and pages for use in a position as an entry-level web developer or as an office professional who may be assigned to work on Internet projects. Entrepreneurial students would also be equipped to create a business website. Instructor and peer feedback will be given on completed pages and sites.

Key Performance Indicators:

A course grade will be determined using the following percentage weights:

- Projects 35%

- Final Project 30%
- Online discussion participation 10%
- Quizzes 10%
- Final Exam 10%
- Journals 5%

Percentages are approximate.

Representative Text and/or Supplies:

Most course materials and resources will be provided. Students who may need additional assistance in understanding course concepts could benefit from acquiring one of the following texts (or other similar textbooks as determined by the instructor):

Build Your Own Web Site the Right Way Using HTML & CSS by Ian Lloyd (current edition)

Head First HTML with CSS & XHTML by Elisabeth Freeman, Eric Freeman (current edition)

Optimum Class Size: 15

Maximum Class Size: 22

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)