



WEB DEVELOPMENT

Course Syllabus

A. Instructor Information

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B. Program Overview

The ABMA degree program of APC is a four-year trimestral course aiming to equip enrollees with the knowledge and skills in the area of multimedia design and development.

The program incorporates information technology courses such as IT and Programming Concepts and the use of IT tools in arts. It offers course cycles in computer graphics and animation, multimedia and web design/production, and desktop and electronic publishing. The curriculum combines application projects and an intensive internship program to prepare students to actual industry set-up and practices.

Three-dimensional (3D) animation programming, desktop publishing, graphic design, interactive authoring, film production, game authoring, design/layout programming, creative and advertising, digital arts and other related jobs await graduates of this course.

C. Course Overview

This course incorporates the fundamentals of website technology and web-programming languages such as HTML and JavaScript; for the construction of websites. Consideration of appropriate layouts and design principles will be a key aspect in developing techniques to effectively market content for the internet to international markets. Issues such as copyright and intellectual property laws are discussed as well as designing for interactivity and usability incorporating real time audio and video.

D. Objectives

At the end of the course; students should be able to:

- Understand and apply basic design and usability principals when creating content for the internet
- Demonstrate practical skills in workflows and methods used to create websites within a professional environment
- Construct websites and content using a variety of skills and techniques
- Ensure that web content is widely accessible in both usability and search engine optimization
- Show a good understanding of e-business website design and internet marketing techniques
- Give confident and constructive analytical feedback when placed in professional situations, such as: Meetings, Interviews and Presentations

E. Course Outline

Week	Topic	Description
1	Introduction	<ul style="list-style-type: none"> • Course Outline • Orientation • WWW discussion & critique forum / show and tell
2	Design Philosophy, Introduction to Photoshop	<ul style="list-style-type: none"> • Distribution of Mid-Terms Brief • Designing for web: <ul style="list-style-type: none"> Planning / prepping / branding and corporate guidelines • Creating layouts in Photoshop: <ul style="list-style-type: none"> Tool Box, Layers, Rulers, Slicing, Exporting
3	Design Development and Application in Photoshop, Website analysis presentations	<ul style="list-style-type: none"> • Developing individual styles, layouts and page designs in Adobe Photoshop and prepping for web • 5-10min constructive critiques
4	Introduction to Dreamweaver	<ul style="list-style-type: none"> • Properties pallet, tables, nested tables, Importing, using templates, file structure, linking, CSS • Implementing Designs into Dreamweaver from Photoshop
5	Introduction to Flash	<ul style="list-style-type: none"> • Tool Box, Properties Bar, Layers, Symbols (Buttons, Movies and Graphics), importing files Tweening, Transitions Exporting
6	Mid-Term Project	Portfolio Website Presentations & Submissions
7	E-Commerce	<ul style="list-style-type: none"> • Distribution of Final Project Brief • Design Philosophy: E-Commerce • Create a company and identify the purpose of its website. Prepare brand identity, Sitemap and initial website layouts.
8	Advertising, Driving Traffic and Viral Marketing	<ul style="list-style-type: none"> • General banner specifications and guidelines • A look into the effectiveness of methods used in viral marketing • Application to final project.
9	Scripting, Website analysis presentations	<ul style="list-style-type: none"> • Creating a Login function in Flash • Creating and Editing HTML forms • Customizing your websites with JavaScript • 5-10min constructive critiques
10	W3C Standards and Guidelines	<ul style="list-style-type: none"> • A look into methods used to increase accessibility and usability of websites and the internet • Developing of Final Project
11	SEO Techniques	<ul style="list-style-type: none"> • A look into methods used in the Search Engine Optimizing of websites • Application to Final Project
12	Final Project	E-Brochure / E-Commerce Presentations & Submissions
13	Grading of Final Project, Workshop	<ul style="list-style-type: none"> • Personal evaluations and consultations • A look into areas of the course that might require a more in-depth investigation by the class

F. Course Requirements

Students are required to accomplish the following:

- Plan, design and construct a portfolio website
- Be present in class
- Submit all projects, tasks and assignments on time
- Conduct Analysis Presentations to the class assessing websites on their design, usability and function
- Plan, design and construct a website for a business

Students will be graded on the following:

- 1. Website Analysis Presentation (Critique) 30%**
Throughout the course students will be asked to select and analyze: The design, usability and function of websites. Students will be required to conduct individual 5-10min presentations to the class in a professional manner explaining what has been learned. Students will be encouraged to support their findings with visual aids such as: Alternative designs, sitemaps, layouts and methods etc. In this module students will develop communication, analytical and problem solving skills useful for when engaging clients, co-workers in meetings, employers and perspective employers.
- 2. Mid Term Project 30%**
The mid term project will incorporate what has been learned over the first six weeks into a portfolio website. Students will be required to present their work to the class and discuss decisions made relating to: design, layout and usability.
- 3. Final Project 40%**
For the final project students will be required to plan, design and construct a website for a company. Any e-commerce transactional, search or database elements may be mocked up to the furthest point possible (perhaps to the point where credit card details are required or search results are shown). Students will be required to present their work to the class and discuss decisions made relating to: design, layout, function and usability.

G. Grading System

Grade Point	Description	Letter Rating	Percentage Grade
4.0	Excellent	A	97-100
3.5	Super	A-	93-96
3.0	Very Good	B+	88-92
2.5	Good	B	85-87
2.0	Satisfactory	B-	80-84
1.5	Fair	C	75-79
1.0	Pass	D	70-74
0.5	Poor	E	<70
0.0	Fail	F	