Web Authoring (ITSE 2313) Online

Credit: 3 semester credit hours (2 hours lecture, 2 hours lab)

Prerequisite/Co-requisite: Complete the Online Orientation and answer yes to 7+ questions on the Online Learner Self-Assessment: http://www.lit.edu/depts/DistanceEd/OnlineOrientation/OOStep2.aspx

Course Description

Instruction in designing and developing web pages that incorporate text, graphics, and other supporting elements using current technologies and authoring tools. *This course is time-bound, structured, and completed totally online.*

Required Textbook and Materials

1. New Perspectives on Adobe® Dreamweaver® CS6, Comprehensive by Hart & Geller, 1st edition.
2. ISBN number is 13**:** 9781133525820
3. Access to Adobe Dreamweaver CS6
4. Web Server

Course Objectives

Upon completion of this course, the student will be able to:
1. Create web pages and supporting elements using current authoring tools.
2. Maintain web pages and supporting elements.

Course Outline

A. Getting Started with Adobe Dreamweaver CS6
   1. Common Web Page Elements
   2. Evolving Web Design
   3. Dreamweaver Workspace
B. Planning and Designing a Successful Web Site
   1. Planning a New Site
   2. Creating Information Architecture
   3. Designing a Web Site
   4. Creating a Web Site
   5. Saving a Web Site
C. Adding & Formatting Text
   1. Adding Text to a Web Page
   2. Formatting Text
   3. Creating Hyperlinks

4. Exploring HTML & CSS Standards
D. Using CSS for Page Layout
   1. Exploring Layout Techniques
   2. Creating and modifying Division Tags
   3. Positioning
E. Working w/ Graphics & Tables
   1. Creating and modifying Graphics & Compression
   2. Creating and modifying Rollovers
   3. Crating and modifying Tables
F. Creating Reusable Assets & Forms

Approved 11/2014

1. Optimizing for Search Engines
2. Adding and editing Meta Tags
3. Creating, editing and using Templates
4. Creating and adding Forms

G. Adding Behaviors & Rich Media
   1. Adding Behaviors and transitions
   2. Adding Media
   3. Embedding Digital Audio

H. Creating Responsive Sites, Mobile Sites, & Apps
   1. Designing Responsive Web Sites
   2. Creating Fluid Grid Design
   3. Creating Mobile sites with jQuery
   4. Updating Mobile Apps

I. Adding Database Functionality
   1. Creating Database-Driven & Dynamic Pages
   2. Using MySQL
   3. Using Access & ASP

Grade Scale

90 – 100   A
80 – 89   B
70 – 79   C
60 – 69   D
0 – 59   F

Course Evaluation

Final grades will be calculated according to the following criteria:
1. Daily Work   55%
2. Exams   20%
3. Final Project   25%

Course Policies

1. Student should turn assignments in by the posted due date and time. While late work will be accepted, students will lose up to 12 points for late submissions.
2. If you wish to drop a course, the student is responsible for initiating and completing the drop process. If you stop coming to class and fail to drop the course, you will earn an 'F' in the course.
3. Exams will be closed book/note and will test information in assigned chapters and material discussed in class. Exams are timed. Be sure to have enough time to complete an exam before starting it.
4. Grades will be posted under the My Grades link on the Blackboard class web site.
5. If you need to contact the instructor, you may leave a voice mail or e-mail in Blackboard, or the instructor's LIT e-mail. Your call or e-mail will be answered within 24 hours Monday – Thursday and within 72 hours Friday - Sunday. If leaving a voice mail, be sure to leave a phone number that can be understood.
6. All assignments will be completed using Blackboard. Assignment may NOT be submitted via email. All due dates will be posted on the Blackboard website.

7. Data files can be located on the publisher's resource website..
8. Additional class policies as defined by the individual course instructor.

Technical Requirements

The latest technical requirements, including hardware, compatible browsers, operating systems, software, Java, etc. can be found online at:
https://help.blackboard.com/en-us/Learn/9.1_2014_04/Student/015_Browser_Support/015_Browser_Support_Policy   A functional broadband internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of the online technology and resources.

Disabilities Statement

The Americans with Disabilities Act of 1992 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. Among other things, these statutes require that all students with documented disabilities be guaranteed a learning environment that provides for reasonable accommodations for their disabilities. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409) 880-1737 or visit the office in Student Services, Cecil Beeson Building.
http://www.lit.edu/depts/stuserv/special/default.aspx

Student Code of Conduct Statement

It is the responsibility of all registered Lamar Institute of Technology students to access, read, understand and abide by all published policies, regulations, and procedures listed in the LIT Catalog and Student Handbook. The LIT Catalog and Student Handbook may be accessed at www.lit.edu or obtained in print upon request at the Student Services Office.