



# Grande Prairie Regional College

School of Business

Department: Business Administration and Commerce

## COURSE OUTLINE - FALL 2007 - Blended Delivery

### OA2095 A2 – Web Design

**Instructor:**

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**Dates:**

*Sep. 06 - Dec. 06, 2006*

**Classroom & Times:**

*2 x 1.5 hr. lessons per week online*

*Labs on Thurs. at 14:30 - 15:50 in Room  
A312*

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### COURSE DESCRIPTION:

This is an entry-level course where students learn to hand-code static web sites. The course has three modules. In the first module, students learn strict XHTML. Each student uses it to build a plain, un-styled web site, which is validated and then published on the World Wide Web. The second module introduces Cascading Style Sheet Language. All of the properties in the CSS1 specification are covered. Students apply what they learn to their own websites, keeping their style and content separate. The third module covers CSS positioning, and some other properties from the CSS2 specification. It also introduces html forms, with all of the form controls. It stops short of covering what happens to forms after they are submitted. To learn that, the student would take the next course, OA2096 -Advanced Web Design.

**Prerequisites: None**

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### BASIS:

The basis for this course is to start at the entry-level, and learn how to author web sites from scratch, following strict international standards. The reason for this is that such web sites are better structured, more efficient, and easier to manage. Also, because the newest standards are xml based, these web sites can be targeted to other types of user agents, such as hand-held devices, braille readers, voice browsers, printers, and so on.

No prior experience in html is needed. In fact, if you have never used HTML before you are better off. A lot of the old HTML has been deprecated. Anything that has to do with visual appearance is now handled with style sheets.

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### GENERAL OBJECTIVES:

Upon exit the student will be able to:

1. use text editors, browsers, and ftp software.
  2. construct static web sites that are compliant with W3C recommendations for XHTML 1.0 Strict.
  3. build style sheets using Cascading Style Sheets language.
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## RESOURCE MATERIALS:

The textbook for this course is:

Lie, H.W. and B. Bos, 2005, ***Cascading style sheets. Designing for the web. 3rd Ed.*** Addison-Wesley, Don Mills, Ontario, 392 pp., ISBN No. 0-321-19312-1.

Another valuable reference is the W3C specifications. The W3C provides free access to online references and to their specifications.

- The W3C Specification for XHTML 1.0 is available at <http://www.w3.org/TR/xhtml1>
- The W3C Specification for HTML 4.01 is available at <http://www.w3.org/TR/html401>
- The W3C Specification for CSS Level 1 is available at <http://www.w3.org/TR/REC-CSS1>
- The W3C Specification for CSS Level 2 is available at <http://www.w3.org/TR/REC-CSS2>

You can access the above references online at any time. The W3C also provides the above specifications in Adobe portable document format (.pdf). You will need the Adobe Acrobat Reader to read that format. It is a free download from Adobe. It is very useful for managing long documents like these. I will provide links to each of these downloads at the appropriate time.

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## DELIVERY MODE:

Blended. That means that it is delivered with a blend of online and live classroom modes. Students will be expected to complete two lessons online each week, and attend on classroom lab session per week. While the online lessons are delivered asynchronously, students are expected to keep pace with the schedule, by completing their lessons on time and attending the scheduled tests.

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## COURSE CONTENT and TENTATIVE SCHEDULE:

The content is divided into three five-week modules: During each module, each student will develop a web site. It will be uploaded to a hosted server for evaluation. There will also be an online test at the end of each module. Students are advised to keep up with the following schedule.

### Module 1 - Basic Structure

|                    |                           |
|--------------------|---------------------------|
| Sept. 06           | Classroom Lab 1           |
| Sept. 07 - 12      | Lessons 1 and 2 - online  |
| Sept. 13 -         | Classroom Lab 2           |
| Sept. 14 - 19      | Lessons 3 and 4 - online  |
| Sept. 20           | Classroom Lab 3           |
| Sept. 21 - 26      | Lessons 5 and 6 - online  |
| Sept. 27           | Classroom Lab 4           |
| Sept. 28 - Oct. 03 | Lessons 7 and 8 - online  |
| Oct. 04            | Classroom Lab 5           |
| Oct. 05 - 10       | Lessons 9 and 10 - online |
| Oct. 11            | Module 1 Test - classroom |

### Module 2 - Applying Styles

|              |                          |
|--------------|--------------------------|
| Oct. 12 - 17 | Lessons 1 and 2 - online |
| Oct. 18      | Classroom Lab 1          |
| Oct. 19 - 24 | Lessons 3 and 4 - online |
| Oct. 25      | Classroom Lab 2          |
| Oct. 26 - 31 | Lessons 5 and 6 - online |
| Nov. 01      | Classroom Lab 3          |
| Nov. 02 - 07 | Lessons 7 and 8 - online |
| Nov. 08      | Classroom Lab 4          |
| Nov. 09 - 11 | Lesson 9 - online        |
| Nov. 12      | Module 2 Test - online   |

### Module 3 - Forms and Positioning

|                   |                          |
|-------------------|--------------------------|
| Nov. 13 - 14      | Lessons 1 - online       |
| Nov. 15           | Classroom Lab 1          |
| Nov. 16 - 21      | Lessons 2 and 3 - online |
| Nov. 22           | Classroom Lab 2          |
| Nov. 23 - 28      | Lessons 4 and 5 - online |
| Nov. 29           | Classroom Lab 3          |
| Nov. 30 - Dec. 05 | Lessons 6 and 7 - online |
| Dec. 06           | Module 3 Test            |

## GRADING SYSTEM

GPRC uses the alpha grading system as explained on page 37 of the College calendar. On a percentage basis you will be assessed as follows:

|          |             |    |
|----------|-------------|----|
| Module 1 | Assignments | 20 |
|          | Module Test | 20 |
| Module 2 | Assignment  | 15 |
|          | Module Test | 15 |
| Module 3 | Assignment  | 15 |
|          | Module Test | 15 |

**TOTAL: 100**

I will translate your percentage score into a letter grade as follows:

| Weighted Average % | Letter Grade |
|--------------------|--------------|
| 94 - 100           | A+           |
| 90 - 93            | A            |
| 85 - 89            | A-           |
| 80 - 84            | B+           |
| 76 - 79            | B            |
| 72 - 75            | B-           |
| 68 - 71            | C+           |
| 64 - 67            | C            |
| 60 - 63            | C-           |
| 55 - 59            | D+           |
| 50 - 54            | D            |
| 0 - 49             | F            |