



Grande Prairie Regional College

School of Business

Department: Business Administration and Commerce

COURSE OUTLINE - FALL AND WINTER 2007-2008 - Online

OA2095 EC – Web Design

Dates:

Registration is open until March 6. Course requirements must be completed within 4 months after registering, or by May 20th, whichever comes sooner.

Instructor:

Bruce Macdonald

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Website: gpbusiness.ca

How to communicate with the instructor:

1. Tues. & Thurs. 11:30 a.m. - 1:00 p.m. - I will have office hours set aside for telephone support.
2. Students may call at other times and leave a message if I am not in.
3. Email for help at any time.
4. Post questions or comments on the discussion board at blackboard.gprc.ab.ca

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**

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.

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.

- 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 2 is available at <http://www.w3.org/TR/REC-CSS2>

The W3C also provides the above specifications in pdf format. I will provide links to each of these downloads at the appropriate time.

DELIVERY MODE:

The course is completely online. Course material is at gpbusiness.ca, where your username is your last name, and your password is your 6 digit student number assigned by GPRC.

In addition to the above web site, there is a discussion board and other services hosted at the college [Blackboard](#) site. Note that it is a different server than gpbusiness.ca, so you must log in separately using your student ID as your user name and the password you set up for that system.

COURSE CONTENT and RECOMMENDED SEQUENCE:

There are three self-paced modules, to be done in sequence. But within each module, the lessons can be done in any order. You can jump back and forth between lessons as need be.

As you follow each lesson you should apply it to your own web site. That is the assignment, to develop a web site, demonstrating the learning objectives from the lessons. I will grade your website after you finish each module. There will also be an online test at the end of each module.

Module 1 - Website Structure - XHTML

Lesson 1	- Background
Lesson 2	- XML Ground Rules
Tutorial 1	- XML Exercises
Lesson 3	- XHTML Basics
Tutorial 2 - Ex. 1 - 3	- Your First Web Page
Lesson 4	- The Head and the Body
Tutorial 2 - Ex. 4	- A More Complete Web Page
Lesson 5	- Lists
Lesson 6	- Links, Anchors and URLs
Lesson 7	- Tables
Lesson 8	- Misc. Tags and Special Characters
Lesson 9	- Images
Lesson 10	- Audio and Video
Tutorial 3	- Publishing Your Website
Module 1 Test	

Module 2 - Cascading Style Sheets

Lesson 1	- Intro to CSS
Lesson 2	- Approaches to CSS
Lesson 3	- Intro to CSS Properties
Lesson 4	- CSS Units and Values, Text Properties
Lesson 5	- Font Properties
Lesson 6	- Background and Color Properties
Lesson 7	- The Box Model - Margins, Borders and Padding
Lesson 8	- Border Properties
Lesson 9	- The Float and Clear Properties
Module 2 Test	

Module 3 - HTML Forms, CSS Positioning

Lesson 1	- Intro to HTML Forms
Lesson 2	- Form Elements
Lesson 3	- Buttons
Lesson 4	- The Cursor Property
Lesson 5	- Intro to CSS Positioning
Lesson 6	- Position, Width, Height, Overflow
Tutorial 1	- Positioning Experiments
Lesson 7	- 3D Positioning with the z-index Property.
Lesson 8	- Review of Module 3
Module 3 Test	

GRADING SYSTEM

See 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 shown in the table opposite.

Percentage score to Letter grade:

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