



# Grande Prairie Regional College

School of Business  
Department of Business

## COURSE OUTLINE - WINTER 2007 - Blended Delivery OA2096 A3 – Advanced Web Design

### Instructor:

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### Dates:

Jan. 3 - Apr. 10, 2008

### Classroom & Times:

Thurs. at 1:00 - 2:20 in Room A313

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### COURSE DESCRIPTION:

This course is for students who have a solid background in XHTML and CSS. It builds on that foundation. The course includes an introduction to JavaScript which is used on the client-side. It also introduces server-side scripting using ASP (Active Server pages) as an example. The student learns what is required to collect information from an HTML form and store it in a database on the server-side. Students exit with a basic understanding of what is involved in building and maintaining a database-driven, commercial website. The course finishes with a brief introduction to Adobe (formerly Macromedia) Flash.

**Prerequisites:** *OA2095 or an equivalent Web Design course, or permission of the instructor.*

Students taking this course are expected to know XHTML and CSS. Those languages will not be taught again in this course. You may need to review OA 2095 on your own in order to understand some of the concepts taken for granted in OA 2096.

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### BASIS:

The basis for this course is to start from an advanced knowledge of static web design, which students should already have. The goal is to build on that foundation, a basic level of knowledge about client-side programming, server-side programming, and database. The reason for this is that E-Commerce enabled web sites require all of those components. E-Commerce web sites must be interactive, dynamic and database driven.

A solid understanding of XHTML and CSS is needed to succeed in this course. In addition, some experience with database design is a definite asset. Students are not expected to become expert programmers, but will exit with a global understanding of the component parts of an E-Commerce web site. They will know how to assess the needs of an E-Business and where to look for solutions.

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### GENERAL OBJECTIVES:

Upon exit, successful students will

1. understand the difference between client-side and server-side scripting, and the appropriate place to use each.
2. have a basic awareness of the Document Object Model.
3. understand the basic syntax and objects of JavaScript(ECMAScript).
4. be capable of dynamically controlling stylesheet properties using JavaScript.
5. have an elementary knowledge of a server-side technology, namely ASP (Active Server Pages)

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### RESOURCE MATERIALS:

There is no textbook required. However, I recommend the following book which I will refer to from time to time. It is available in the college bookstore, or at [chapters.ca](http://chapters.ca) or at [amazon.ca](http://amazon.ca).

Keith, J. 2005. ***DOM Scripting. Web design with JavaScript and the document object model.***

Publisher: Friends of Ed, an Apress company.  
ISBN: 1-59059-533-5

All of the lessons will be available on the website at [gpbusiness.ca](http://gpbusiness.ca). In addition we will use online resources such as [www.w3schools.com](http://www.w3schools.com) and the W3C specifications. Links to online resources will be provided at the appropriate times.

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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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## GRADING SYSTEM

GPRC uses alpha grades as explained on page 37 of the College calendar. Since this course is so "hands-on", your website is more important than your test results. On a percentage basis you will be assessed as follows:

Module 1	Assignment 1	30
	Module 1 Test	15
Module 2	Assignment 2	30
	Module 2 Test	15
Module 3	Assignment 3	5
	Module 3 Test	5

**TOTAL: 100**

You will be allowed one re-write for each test. You can submit your website for assessment as often as you like. At the end of the course, I will assess it one final time. I will translate your percentage score into a letter grade as shown in the table opposite.

Percentage score to Letter grade:

<b>Weighted Average %</b>	<b>Letter Grade</b>
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

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## STATEMENT ON PLAGIARISM:

It is O.K. to use other people's scripts (with permission) in your website. But you are expected to put comments in the code, giving credit where it is due. The instructor reserves the right to use electronic plagiarism detection services.

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## COURSE CONTENT and SCHEDULE:

This course is very "hands-on". As you read each lesson you should apply it to your own web site. That is the assignment, to develop a web site, demonstrating that you can apply the learning objectives from the lessons. I will give a grade for your website(s) for each module. You can ask for a website assessment as often as you like, and the last assessment will be the one that counts. There will be a midterm test and a final comprehensive exam to monitor your understanding of the material, but the best measure is your website itself.

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### Module 1 - Introduction to JavaScript

Jan. 03	Classroom Lab 1 - Lesson 1
Jan. 04 - 09	Lessons 2 & 3 - Online
Jan. 10	Classroom Lab 2
Jan. 11 - 16	Window Object & Navigator Object
Jan. 17	Classroom Lab 3
Jan. 18 - 23	Screen Object & Document Object
Jan. 24	Classroom Lab 4
Jan. 25 - 30	Variables & Arguments
Jan. 31	Classroom Lab 5
Feb. 01 - 06	If, Switch, & Loops
Feb. 07	Classroom Lab 6
Feb. 08 - 13	Test Review
Feb. 14	Midterm Test

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### Module 2 - The Server Side

Feb. 25 - 27	Database Exercise - Online
Feb. 28	Classroom Lab 1
Feb. 29 - Mar. 05	Database Exercise - Online
Mar. 06	Classroom Lab 2
Mar. 07 - 12	Database Exercise - Online
Mar. 13	Classroom Lab 3

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### Module 3 - Adobe Flash

Mar. 14 - 19	Intro to Flash - Online
Mar. 20	Classroom Lab 1
Mar. 21 - 26	Flash Video
Mar. 27	Classroom Lab 2
Mar. 28 - Apr. 02	Flash Exercise
Apr. 03	Classroom Lab 3
Apr. 04 - 09	Flash Exercise
Apr. 10	Classroom Lab 4
Final Exam	