SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: Web Design 1

CODE NO. : PHT302   **SEMESTER:**   3

PROGRAM: Digital Photography and Imaging

AUTHOR: M. VanLandeghem

DATE: August 2013   **PREVIOUS OUTLINE DATED:**   July 2012

APPROVED: "Colin Kirkwood"   Aug. 29/13

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                              Dean   **DATE**

TOTAL CREDITS: 3

PREREQUISITE(S):   College and program admission requirements.

HOURS/WEEK: 3

I. COURSE DESCRIPTION:

In this course Photography students will learn up to date techniques for creating and using multimedia files for desktop and mobile websites as well as presentations.

This course develops an understanding of how web sites work from initial creation to eventual user interaction. A major focus in this course will be to understand, create and use multimedia in order to incorporate personal photos, artwork, images, sound, animation, and video into basic webpages and presentations

This course will also expose students to the future of web design and its current presence. Web content systems, social media complete with blogging/ tweeting and mobile websites will be discussed researched and developed

Photography students will complete a final projects to incorporate what they have learned into a basic websites and multimedia presentation to market and develop their portfolios.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFO RMANCE:

Upon successful completion of this course, students will demonstrate the ability to:

1 Understand basic web page fundamentals and multimedia

Potential Elements of the Performance:
- Understand the role of web pages and the current presence relating to Photography Careers
- Understand the importance of multimedia in today's society
- Understand how the world sees our web pages
- Understand the Internet/Web Page/FTP concept
- Understand multimedia file types and formats
- Understand options for good quality images
- Explore the creation and use of images, sound, video, and animation in presentations and websites

2.   The Basic Html/Html 5 & Style Sheets

Potential Elements of the Performance:
- Understand the basic tags to create a web page
- Using basic formatting techniques
- Insert multimedia and special features into a web page
- Create a basic web application using HTML/Html 5
- Understand create and apply Style Sheets
- Create and upload a very basic site using html5 and style sheets Incorporating animation and multimedia files in HTML 5
- Understand how upload web pages and files to a server (FTP)

3. Using Application software to create Presentations, Web Applications for Desktop Desktop and Mobile Devices.

Potential Elements of Performance

- Apply basic multimedia concepts to Marketing Presentations
- Standard Website vs. Mobile Websites
- Creating websites using a Web Content Management System
- Incorporating images and other multimedia files
- Insert navigational controls to other webpages and websites.
- Inserting prebuilt scripts and animation sequences
- Create Responsive Websites for different displays options
- Create Basic Website for Mobile Devices
- Instructor Project.

4. Understanding issues related to Websites

Potential Elements of the Performance:
- How do I get people to my web site?
- Accommodating different Browsers
- Adding login security to your site
- Protection for your images and content
- Quality of your multimedia files for quick display
- Leaving Comments or using Guest Book/Blogs
- Research New Social Media Development

5. Student Final Project

This Project will lay the groundwork for future portfolio development
in the second semester.

Potential Elements of the Performance:

Students will create a basic web site using a Content Management System
incorporating various multimedia formats .
Students will create a basic mobile website.
Students will present the differences and criteria for both types of web sites.

III. TOPICS

1.   Web Page Fundamentals
2.   Web Pages with HTML/HTML5 And Style Sheets
3   Application Software for creating Web Sites/Presentations
4.   Issues Relating to Web Sites
5.   Student Project

IV.   Required Student Resources

> **On Line Help and Student Resource Files**
> **Internet Research**
> **Lecture notes and printed material from Instructor**
> **Web resources from instructor Web Site**

V.   EVALUATION PROCESS/GRADING SYSTEM

The marks for this course will be arrived as follows:

Lab Assignments

- Assignments   30%
- HTML/HTML5 Project   15%
- GUI Application Project   15%
- Media Presentation Project   15%
- Final Project   25%

Some minor modifications to the above percentages may be necessary. The professor reserves the right to adjust the mark up or down 5% based on attendance, participation, leadership, creativity and whether there is an improving trend

The professor reserves the right to adjust the number of tests, practical tests and quizzes based on unforeseen circumstances. The students will be given sufficient notice to any changes and the reasons thereof.

- Successful completion of this course is greatly improved with a disciplined approach and consistent attendance to both the lab and lecture / theory classes.
- Students must complete and pass both the test and assignment portion of the course in order to pass the entire courses.
- All Assignments must be completed satisfactorily to complete the course. Late hand in penalties will be 5% per day. Assignments will not be accepted past one week late unless there are extenuating and legitimate circumstances. It is not acceptable to miss classes and / or labs without a reasonable explanation.
- There will also be a lab exercise each and every week that will be due during that lab period. In the event that it cannot be completed during lab time, you will be allowed to complete it as a homework exercise and demonstrate it the following lab with no penalty.

ATTENDANCE:

Absenteeism will affect a student's ability to succeed in this course. Absences due to medical or other unavoidable circumstances should be discussed with the professor. Students are required to be in class on time and attendance will be taken within the first five minutes of class. A missed class will result in a penalty in your marks unless you have discussed your absence with the professor as described above. The penalty depends on course hours and will be applied as follows:

Course Hours	Deduction
5 hrs/week (75 hrs)	1% per hour
4 hrs/week (60 hrs)	1.5% per hour
3 hrs/week (45 hrs)	2% per hour
2 hrs/week (30 hrs)	3% per hour

The following semester grades will be assigned to students:

Grade	Definition	Grade Point Equivalent
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00

CR (Credit)	Credit for diploma requirements has been awarded.
S	Satisfactory achievement in field /clinical placement or non-graded subject area.
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.
NR	Grade not reported to Registrar's office.
W	Student has withdrawn from the course without academic penalty.

VI.   SPECIAL NOTES:

Attendance:
Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

VII.   COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.