

ITT Technical Institute
CS210
Web Authoring and Design
Onsite Course

SYLLABUS

Credit hours: 4

Contact/Instructional hours: 50 (30 Theory Hours, 20 Lab Hours)

Prerequisite(s) and/or Corequisite(s):

Prerequisites: IT104 Introduction to Computer Programming or equivalent, CS111 Client-Side Web Scripting or equivalent

Course Description:

This course covers technologies for adding interactivity, animation, and visual elements to a Web site by applying Dynamic HTML (DHTML) and Adobe Flash with ActionScript. Students will practice how to build Flash movies with interactivity by using ActionScript. Students are also introduced to Adobe Dreamweaver as a Graphical User Interface (GUI) development environment.

Syllabus: Web Authoring and Design

Instructor: _____

Office hours: _____

Class hours: _____

Major Instructional Areas

1. Dreamweaver Web sites
2. Web page elements
3. Style and layout
4. Forms and behaviors
5. Adobe Flash movies
6. Animation techniques
7. Publishing and exporting Flash movies
8. ActionScript

Course Objectives

1. Use Dreamweaver to create a Web site.
2. Create a Web page that includes text, images, hyperlinks, and buttons.
3. Manage the style and layout of Web page elements.
4. Create interactive Web pages using Dreamweaver.
5. Use Adobe Flash to create media content.
6. Create animations using Flash.
7. Publish and export Flash movies.
8. Write simple ActionScript code.
9. Create interactive applications using ActionScript.

SCANS Objectives

SCANS is an acronym for Secretary's Commission on Achieving Necessary Skills. The committee, created by the National Secretary of Labor in the early 1990s, created a list of skills and competencies that the committee feels are necessary for employees to function in a high-tech job market.

1. Acquire information.
2. Know how technological systems work and operate effectively.
3. Demonstrate competence in understanding systems.
4. Know how a system's structures relate to its goals.
5. Demonstrate competence in selecting technology, which includes determining desired outcomes and applicable constraints.
6. Demonstrate competence in applying technology to tasks.
7. Design and implement an application to solve business problems.
8. Identify appropriate technology to solve business problems.

Course Outline

Note: All graded activities, except the Exams and the Project, are listed below in the pattern of <Unit Number>.<Assignment Number>. For example, Lab 1.2 refers to the 2nd lab activity in Unit 1.

Unit	Activities
1— Introducing Dreamweaver	<ul style="list-style-type: none"> • Content Covered: <ul style="list-style-type: none"> ○ <i>Adobe Dreamweaver CS5: Classroom in a Book</i> <ul style="list-style-type: none"> ○ Chapter 1, “Customizing Your Workspace” ○ Chapter 4, “Getting a Quick Start” • Assignments: 1.1 • Labs: 1.1 • Project: Part 1 Assigned
2— Creating a Site	<ul style="list-style-type: none"> • Read from <i>Adobe Dreamweaver CS5: Classroom in a Book</i> <ul style="list-style-type: none"> ○ Chapter 5, “Creating a Page Layout” ○ Chapter 6, “Working with Cascading Style Sheets ” ○ Chapter 10, “Working with Navigation” • Assignments: 2.1 • Labs: 2.1 • Project: Part 2 Assigned
3— Designing the User Interface	<ul style="list-style-type: none"> • Read from <i>Web Authoring and Design</i>: <ul style="list-style-type: none"> • Chapter 7 - Working with Templates • Chapter 8 - Working with Text, Lists, and Tables • Chapter 9 - Working with Images • Assignments: 3.1 • Labs: 3.1 • Project: Part 3 Assigned • Quizzes: 3.1
4— Adding Interactivity	<ul style="list-style-type: none"> • Read from <i>Web Authoring and Design</i>: <ul style="list-style-type: none"> ○ Chapter 11, “Adding Interactivity” ○ Chapter 13, “Working with Forms” • Assignments: 4.1 • Labs: 4.1 • Project: Part 4 Assigned
5— Introducing Flash	<ul style="list-style-type: none"> • Read from <i>Adobe Flash Professional CS5: Classroom in a Book</i> <ul style="list-style-type: none"> ○ Chapter 1, “Getting Acquainted” ○ Chapter 2, “Working with Graphics” • Assignments: 5.1 • Labs: 5.1 • Project: Part 5 Assigned • Exam I
6— Creating and Deploying an Animated Movie	<ul style="list-style-type: none"> • Read from <i>Adobe Flash Professional CS5: Classroom in a Book</i> <ul style="list-style-type: none"> ○ Chapter 3, “Creating and Editing Symbols” ○ Chapter 4, “Adding Animation” ○ Chapter 10, “Publishing Flash Documents” • Assignments: 6.1 • Labs: 6.1 • Project: Part 6 Assigned
7— Using Symbols and ActionScript	<ul style="list-style-type: none"> • Read from <i>ActionScript 3.0 for Adobe Flash Professional CS5: Classroom in a Book</i> <ul style="list-style-type: none"> ○ Introduction to ActionScript 3.0 ○ Chapter 1, “Using Code Snippets and Navigating the Flash Timeline” • Assignments: 7.1 • Labs: 7.1 • Project: Part 7 Assigned
8—	<ul style="list-style-type: none"> • Read from <i>ActionScript 3.0 for Adobe Flash Professional CS5:</i>

Unit	Activities
Writing ActionScript Code	<p><i>Classroom in a Book</i></p> <ul style="list-style-type: none"> • Chapter 2, “Working with Events and Functions” • Chapter 3, “Creating Animation with ActionScript” <ul style="list-style-type: none"> • Assignments: 8.1 • Labs: 8.1 • Project: Part 8 Assigned • Quizzes: 8.1
9— Performing Operations Using ActionScript	<ul style="list-style-type: none"> • Read from <i>ActionScript 3.0 for Adobe Flash Professional CS5: Classroom in a Book</i>: <ul style="list-style-type: none"> • Chapter 4, “Creating ActionScript in External Files” • Chapter 7, “Using Arrays and Loops in ActionScript 3.0” • Assignments: 9.1 • Labs: 9.1, 9.2 • Project: Part 9 Assigned
10— Creating Visual Effects	<ul style="list-style-type: none"> • Read from <i>Web Authoring and Design</i>: <ul style="list-style-type: none"> ◦ Chapter 8, “Creating and Formatting Text with ActionScript” • Assignments: 10.1 • Labs: 10.1 • Project: Part 10 Assigned
11— Review and Exam	<ul style="list-style-type: none"> • Exam II

Instructional Methods

In Web Authoring and Design, you will be introduced to Dreamweaver and Flash, powerful tools that allow you to build interactive and visually interesting Web content. Although the course will cover some aspects of visual design, you are not expected to be a graphic artist. The course will focus on how to use the tools and how to write ActionScript code to create an interactive movie.

Your instructor will demonstrate the use of the tools during class. You are also encouraged to use the training videos provided on the companion CD-ROMs. Each unit includes lab exercises to give you practice using the tools. You will also create a project that incorporates the techniques you have learned throughout the course. Two exams, one covering Units 1-4 and the other covering Units 5-10, will assess your understanding of the material.

Dreamweaver and Flash are multifaceted development environments. Only a specific subset of their features will be covered during this course. You are encouraged to explore other features by using online help and the ITT Tech Virtual Library references.

Instructional Materials and References

Student Textbook Package

- Adobe Creative Team. (2012). Web Authoring and Design (Custom 2nd ed.). Boston, MA: Pearson Custom.
- Training videos provided on the companion CD-ROMs

Other Required Resources

In addition to the student textbook package, the following is also required in this course:

- Internet access

Equipment and Tools

- Adobe Dreamweaver Creative Studio (CS5)
- Adobe Flash CS5
- Standard lab computer environment

References

ITT Tech Virtual Library

Log on to the ITT Tech Virtual Library at <http://library.itt-tech.edu/> to access online books, journals, and other reference resources selected to support ITT Tech curricula.

Books

You may click “Books” or use the “Search” function on the home page to find the following books.

- Books 24x7
 - Braunstein, Roger, Mims H. Wright, and Joshua J. Noble. *ActionScript 3.0 Bible*. Indianapolis, IN: John Wiley & Sons, 2008.
 - Finkelstein, Ellen, and Gurdy Leete. *Flash CS3 for Dummies*. Indianapolis, IN: John Wiley & Sons, 2007.
 - Lowery, Joseph. *Adobe Dreamweaver CS5 Bible*. Indianapolis, IN: John Wiley & Sons, 2007.
 - Padova, Ted, and Kelly L. Murdock. *Adobe Creative Suite 5 Bible*. Indianapolis, IN: John Wiley & Sons, 2010.
 - Reinhardt, Robert, and Snow Dowd. *Adobe Flash CS3 Professional Bible*. Indianapolis, IN: John Wiley & Sons, 2007.
 - Smith, Jennifer, and Christopher Smith. *Adobe Creative Suite 5 Design Premium All-in-One for Dummies*. Indianapolis, IN: John Wiley & Sons, 2007.
 - Webster, Steve, Todd Yard, and Sean McSharry. *Foundation ActionScript 3.0 with Flash CS3 and Flex*. Berkeley, CA: Friends of Ed, 2008.
 - Yard, Todd. *Foundation ActionScript 3.0 Image Effects*. Berkeley, CA: Friends of Ed, 2008.
- Ebrary
 - Perkins, Todd. (2010). *Adobe Flash Professional CS5 Bible*. Indianapolis, IN: Wiley Publishing, 2010.

Periodicals

You may click “Periodicals” or use the “Search” function on the home page to find the following periodicals.

- Computer Weekly News
- Internet Weekly News

Other References

The following resources may be found **outside** of the ITT Tech Virtual Library.

Web sites

- ActionScript.org Flash, Flex, and ActionScript Community
<http://www.actionscript.org>
A portal for the user community with links to tutorials, forums, jobs, and blogs
- Adobe Flash CS3 Tutorial
<http://webdevfoundations.net/flashcs3/>

A tutorial on creating an animated banner using Flash; the site also contains other beginning Web development tutorials

- Adobe Systems Inc.
<http://www.adobe.com>
The main page of the maker of Flash, Dreamweaver, and other design and publishing products

All links to Web references are always subject to change without prior notice.

Course Evaluation and Grading

Evaluation Criteria Table

The final grades will be based on the following categories:

CATEGORY	WEIGHT
Assignments	10
Labs	25
Project	15
Exam I	20
Exam II	20
Quizzes	10
Total	100%

Note: Students are responsible for abiding by the Plagiarism Policy.

Grade Conversion Table

The final grades will be calculated from the percentages earned in the course, as follows:

A	90–100%	4.0
B+	85–89%	3.5
B	80–84%	3.0
C+	75–79%	2.5
C	70–74%	2.0
D+	65–69%	1.5
D	60–64%	1.0
F	<60%	0.0