

ITT Technical Institute
IT204P
Scripting and Web Authoring I
Onsite Course

SYLLABUS

Credit hours: 4

Contact/Instructional hours: 66 (46 Theory Hours, 20 Lab Hours)

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

Prerequisites: IT104P Introduction to Computer Programming

Course Description:

Student will be introduced to using HTML to create Web pages. Some popular Web authoring tools will also be introduced. Project assignments include the development of simple Web pages and sites using both the HTML code and other tools.

Syllabus: Scripting and Web Authoring I

Instructor:	_____
Office hours:	_____
Class hours:	_____

Major Instructional Areas

1. Getting started on the WWW
2. HTML and XHTML including forms, visual elements and graphics, tables, and links
3. Web designs and site development
4. Page layout, style and style sheets with HTML and XHTML
5. Overview of Web multimedia and interactivity, e-commerce, and Web promotion
6. Using Dreamweaver

Course Objectives

1. Define Hypertext Markup Language (HTML), eXtensible Hypertext Markup Language (XHTML), and the standards used for Web development.
2. Describe the five phases of the Web development life cycle, highlighting Web design and how the x- and y-coordinates relate to vertical and horizontal alignment.
3. Identify methods utilized to promote a Web site.
4. Use HTML, XHTML, Cascading Style Sheets, and Dreamweaver to insert images, create ordered, unordered, and definition lists, create text and image links, and format text using alignment, bold, different fonts, sizes and color in Web pages of a Web site.
5. Create forms using Form Object, and program form fields, radio buttons, check boxes, submit and reset buttons, and groups of different but related controls.
6. Create tables by using rowspan and colspan attributes, adding background color to the rows and cells, inserting images into tables and cell, and altering spacing between and within cells using cellpadding and cellspacing attributes.
7. Plan, design, implement, and create pages of a Web site using HTML, XHTML, Cascading Style Sheets, Dreamweaver, and Notepad.
8. Describe how a Web-authoring tool such as Dreamweaver is used to create Web pages, view and modify existing Web pages, or view and modify Web pages created by using other tools.

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. Comprehend and use effective and efficient learning techniques to acquire and apply new knowledge and skills.
2. Communicate thoughts, ideas, information, and messages.
3. Respond to written directions.
4. Allocate time and energy in completing projects in a timely manner.
5. Employ computers to acquire, organize, analyze, and communicate information.
6. Apply and adapt new knowledge and skills in both familiar and changing situations.
7. In a simulation, work cooperatively and communicate clearly with clients and customers to satisfy

- their expectations.
8. Use logic to draw conclusions from available information, extract rules or principles from a set of objects or written text; apply rules and principles to a new situation, or determine which conclusions are correct when given a set of facts and a set of conclusions.
 9. Determine which set of procedures will produce the desired results and make clear recommendations including rationale.
 10. Demonstrate ability to use critical reading skills by reading and analyzing and summarizing and explaining complex text.
 11. Use Internet and electronic databases to conduct research.
 12. Exert a high level of effort and persevere toward goal attainment.

Course Outline

Note: All graded activities, except the Final Exam and 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— WWW and XHTML	<ul style="list-style-type: none"> • Content Covered: <ul style="list-style-type: none"> ▪ <i>Web Development & Design Foundations with XHTML:</i> <ul style="list-style-type: none"> ○ Chapter 1, "Introduction to the Internet and World Wide Web" ○ Chapter 2, "XHTML Basics" • Assignments: 1.1.-1.5 • Labs: 1.1, 1.2 • Project (Assigned)
2— Introduction to Cascading Style Sheets and Dreamweaver	<ul style="list-style-type: none"> • Read from <i>Web Development & Design Foundations with XHTML:</i> <ul style="list-style-type: none"> ○ Chapter 3, "Configuring Color and Text with CSS," pp. 75-94 • Read from <i>Adobe Dreamweaver CS: Classroom in a Book:</i> <ul style="list-style-type: none"> ○ Chapter 1, "Quick Start to Dreamweaver CS3" ○ Chapter 2, "Customizing your Workspace" • Assignments: 2.1 • Quizzes: 2.1 • Labs: 2.1, 2.2
3— Use of Cascading Style Sheets and Dreamweaver (continued)	<ul style="list-style-type: none"> • Read from <i>Web Development & Design Foundations with XHTML:</i> <ul style="list-style-type: none"> ○ Chapter 3, "Configuring Color and Text with CSS," pp. 95-104 • Read from <i>Adobe Dreamweaver CS: Classroom in a Book:</i> <ul style="list-style-type: none"> ○ Chapter 3, "Applying Cascading Style Sheets" ○ Chapter 4, "Working with Text," pp. 83-96 • Assignments: 3.1, 3.2 • Quizzes: 3.1 • Labs: 3.1-3.4
4— Page Layout with CSS	<ul style="list-style-type: none"> • Read from <i>Web Development & Design Foundations with XHTML:</i> <ul style="list-style-type: none"> ○ Chapter 6, "Page Layout with CSS" • Read from <i>Adobe Dreamweaver CS: Classroom in a Book:</i> <ul style="list-style-type: none"> ○ Chapter 3, "Applying Cascading Style Sheets" (Review) ○ Chapter 4, "Working with Text," pp. 83-96 (Review) ○ Chapter 7, "Crafting Page Layouts" • Assignments: 4.1 • Quizzes: 4.1 • Labs: 4.1, 4.2

Unit	Activities
5— Visual Elements, Graphics, and Multimedia	<ul style="list-style-type: none"> • Read from <i>Web Development & Design Foundations with XHTML</i>: <ul style="list-style-type: none"> ○ Chapter 4, “Visual Elements and Graphics” ○ Chapter 11, “Web Multimedia and Interactivity,” pp. 407-440 • Read from <i>Adobe Dreamweaver CS: Classroom in a Book</i>: <ul style="list-style-type: none"> ○ Chapter 5, “Designing with Images” ○ Chapter 11, “Adding Multimedia” • Assignments: 5.1 • Quizzes: 5.1 • Labs: 5.1, 5.2
6— Links, Lists, and Interactivity	<ul style="list-style-type: none"> • Read from <i>Web Development & Design Foundations with XHTML</i>: <ul style="list-style-type: none"> ○ Chapter 7, “More on Links, Lists, and Layout” ○ Chapter 11, “Web Multimedia and Interactivity,” pp. 441-443 • Read from <i>Adobe Dreamweaver CS: Classroom in a Book</i>: <ul style="list-style-type: none"> ○ Chapter 6, “Inserting Links” • Assignments: 6.1 • Quizzes: 6.1 • Labs: 6.1, 6.2
7— Tables	<ul style="list-style-type: none"> • Read from <i>Web Development & Design Foundations with XHTML</i>: <ul style="list-style-type: none"> ○ Chapter 8, “Tables” • Read from <i>Adobe Dreamweaver CS: Classroom in a Book</i>: <ul style="list-style-type: none"> ○ Chapter 4, “Working with Text,” pp. 96-102 • Assignments: 7.1 • Quizzes: 7.1 • Labs: 7.1, 7.2
8— Forms	<ul style="list-style-type: none"> • Read from <i>Web Development & Design Foundations with XHTML</i>: <ul style="list-style-type: none"> ○ Chapter 9, “XHTML Forms” • Read from <i>Adobe Dreamweaver CS: Classroom in a Book</i>: <ul style="list-style-type: none"> ○ Chapter 10, “Constructing Forms” • Assignments: 8.1 • Quizzes: 8.1 • Labs: 8.1, 8.2
9— Web Design, Development, Publishing, Promotion, and Interactivity	<ul style="list-style-type: none"> • Read from <i>Web Development & Design Foundations with XHTML</i>: <ul style="list-style-type: none"> ○ Chapter 5, “Web Design” ○ Chapter 10, “Web Site Development” ○ Chapter 13, “Web Promotion” • Read from <i>Adobe Dreamweaver CS: Classroom in a Book</i>: <ul style="list-style-type: none"> ○ Chapter 8, “Creating Interactive Pages” • Assignments: 9.1, 9.2 • Quizzes: 9.1 • Labs: 9.1, 9.2
10— Project Presentations	<ul style="list-style-type: none"> • Project (Due)
11— Final and Practical Exam	<ul style="list-style-type: none"> • Final Exam • Practical Exam

Instructional Methods

This course contains two projects, hands-on labs, and assignments that provide each student an opportunity to plan, develop, implement, and publish Web pages. Quizzes as well as a comprehensive final exam are used to reinforce the theory portion of the class.

Instructional Materials and References

Student Textbook Package

- Adobe Creative Team. (2007) *Adobe dreamweaver CS3 Classroom in a book*. (1st ed.) Boston, MA: Adobe Press: Adobe Press, 2007.
- Felke-Morris, T. (2010) *Web development and design foundations with XHTML (Custom 4th ed.)*. Boston, MA: Pearson-Custom. Felke-Morris, T. (2010). *Web development and design foundations Website Access Card (Custom 4th ed.)*. Boston, MA: Pearson Custom.

Equipment and Tools

- Jump drive

References

ITT Tech Virtual Library

Log on to the ITT Tech Virtual Library at <http://www.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.

Ebrary

- Pfaffenberger, Bryan, Steven M. Schafer, Chuck White, and Bill Karow. *HTML, XHTML, and CSS Bible*. 3rd ed. Indianapolis, IN: John Wiley and Sons, 2004.

Books 24x7

- Evans, Joyce, Donna Casey, Ron Rockwell, and Charles Mohnike. *Macromedia Studio MX Bible*. Indianapolis, IN: John Wiley and Sons, 2003.
- Pitts, Natanya, Chelsea Valentine, and Ed Tittel. *CIW Site Designer Certification Bible*. Indianapolis, IN: John Wiley and Sons, 2002.

Periodicals

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

Periodicals> EbscoHost> Academic Search Elite

- Trends in Selected Entry-level Technology, Interpersonal, and Basic Communication SCANS skills: 1992--2002. By: North, Alexa Bryans; Worth, William E. *Journal of Employment Counseling*, Jun2004, Vol. 41 Issue 2, p60-70, 11p, 5 graphs; (AN 13672603)

Program Links

You may click “Program Links” or use the “Search” function on the home page to find the following program links.

- Information Technology – Web Development (ITW) Links> Recommended Link>Barebones Guide to HTML>ITW Professional Organizations> World Wide Web Consortium (W3C)

Other References

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

Web sites

- W3Schools Online Web Tutorials
<http://www.w3schools.com/default.asp> (accessed Dec. 23, 2008)
Tutorials for Web development tools such as HTML and XML.
- HTML Code Tutorial
<http://www.htmlcodetutorial.com/> (accessed Dec. 23, 2008)
A reference guide covering HTML tags, including forms, frames, and tables.
- EchoEcho.com
<http://www.echoecho.com/html.htm> (accessed Dec. 23, 2008)
HTML tutorials.
- HTMLPrimer
<http://www.htmlprimer.com/> (accessed Dec. 23, 2008)
Tutorials for both beginners and advanced users of HTML.
- W3C: Interaction domain
<http://www.w3.org/MarkUp/> (accessed Dec. 23, 2008)
Working group home page for XHTML2.
- Jupiter Online Media
<http://www.Webreference.com/html/tutorials/> (accessed Dec. 23, 2008)
Tutorials on HTML and style sheets.
- Duke University Libraries
http://www.lib.duke.edu/libguide/cite/works_cited.htm (accessed Dec. 23, 2008)
Information on how to cite print, multimedia, and electronic sources.
- APAOnline
<http://www.apastyle.org/eleceref.html> (accessed Dec. 23, 2008)
Information on citing electronic sources using the APA format.
- Index D O T Html
<http://www.blooberry.com/indexdot/html/> (accessed Dec. 23, 2008)
An advanced HTML reference.
Information on SCANS objectives.

All links to Web references outside of the ITT Tech Virtual Library 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	20%
Quizzes	10%
Labs	20%
Project and Project Presentation	20%
Final Exam	15%
Practical Exam	15%
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

(End of Syllabus)