

### 1.0 IDENTIFICATION

#### COURSE INFORMATION

Subject Code	INFO
Course Name	Web Design Basics
Course Code	10144
Effective Term	Spring/Summer 2012
Classification	Foundational
Program Code and Name	137 - Webmaster
Total Course Hours	36
Credit Value / Grade Type	3
Academic Year	2011/2012
Approving Associate Dean	Patricia MacDonald
Revision Date	June 1, 2010

### 2.0 LEARNING OVERVIEW

#### SUBSECTION

**Course Description** Learn the basics of Web Page Design including: XHTML, the fundamentals of style sheets, how to make images download quickly and look great, and how to get your completed site up onto the World Wide Web.

PLEASE CONSULT BOOKSTORE BOOKLIST PRIOR TO PURCHASE:

#### Resources

Status	Code or ISBN	Name or Title	Author / Publisher	Version or Edition	Type	Status
REQ = Required	9782895803188				Text	REQ
REC = Recommended						

REF = Reference

**Type**

Online  
Supply  
Text Book  
Custom Courseware

Pre-requisite(s) N/A

Equivalent(s) N/A

**3.0 COURSE CONTENT****MAJOR MODULES, THEMES, OR TOPICS**

Introduction to Web Design

Basic XHTML structure

Text Formatting

Hyperlinks

Graphics

Tables

Cascading Style Sheets

Publishing to the Web

**4.0 REFERENCE TO STANDARDS****VS CODE****RELEVANT VOCATIONAL LEARNING OUTCOME**

N/A

**EE CODE****RELEVANT ESSENTIAL EMPLOYABILITY SKILLS OUTCOME**

EE01-A

Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.

EE01-B

Respond to written, spoken, or visual messages in a manner that ensures effective communication.

EE04-A

Locate, select, organize, and document information using appropriate technology and information systems.

EE04-B

Analyze, evaluate, and apply relevant information from a variety of sources.

EE05-A

Show respect for the diverse opinions, values, belief systems, and contributions of others.

EE05-B

Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.

EE06-A

Manage the use of time and other resources to complete projects.

EE06-B	Take responsibility for one's own actions, decisions, and consequences.
<b>GE CODE</b>	<b>RELEVANT GENERAL EDUCATION THEME</b>
	N/A
<b>ES CODE</b>	<b>OTHER EXTERNAL STANDARD</b>
	N/A

**5.0 COURSE LEARNING OUTCOMES**

Upon successful completion of the course learning outcomes, the student will reliably demonstrate the ability to:

LO01	Understand design concepts.
<b>LEARNING ELEMENTS</b>	
Define HTML and XHTML	
Explain how web sites move through the web	
Explain how web pages work	
Define the purpose of the site	
Establish ways to work with a customer to design a site	
Use the phases of web site design	

LO02	Begin a web project.
<b>LEARNING ELEMENTS</b>	
Create folders	
Understand file extensions	
Display file details	
Create a web page	
Understand HTML syntax	
Use the following elements DTD, HTML, head, title, charset, and body	
Save web page	
View work in a browser	
Use Notepad	
Use spaces in HTML code	

Use attributes

LO03 Use text formatting elements.

**LEARNING ELEMENTS**

Use heading -h<sub>n</sub>- element and attributes

Use paragraph -p- element and alignment attributes

Use Line break br / element

Use bold and italics elements

Nest items

Use big and small elements

Use subscript and superscript elements

Use monospaced text

Use underline element

Use font element and attributes

Use blockquote element

Use ordered, unordered, and definition lists

Use special characters such as non-breaking spaces

Use comment tags

LO04 Create hyperlinks.

**LEARNING ELEMENTS**

Understand paths

Understand relative and absolute URLs

Create remote hyperlinks

Create email hyperlinks

Change the colour of links

Open a link in a new window

Create named anchors

Link to other objects

Use images as hyperlinks

LO05 Use Graphics.

**LEARNING ELEMENTS**

Understand web graphic pixels, colours, and web-safe colours

Work with photographic images

Use the Image element and attributes

Set an image as the page background

Use pixel shims

Use images as hyperlinks

Use the horizontal rule element and attributes

LO06 Use Tables.

**LEARNING ELEMENTS**

Design using tables

Understand the basic table structure

Use table attributes

Merge table cells

Next tables

LO07 Use cascading style sheets.

**LEARNING ELEMENTS**

Define CSS

Establish a style rule

Use different types of style sheets

Understand the cascade

Use class selectors

Create page sections

Use size units with CSS
Use the comment tab /* with CSS

LO08 Use Style Sheets.

**LEARNING ELEMENTS**

Understand Text Properties
Understand Font Properties
Understand Background Properties
Understand the box model
Change linking colours

LO09 Publish to the Web.

**LEARNING ELEMENTS**

Understand how to choose a web host
Understand domain names
Upload a web site
Test and troubleshoot
Understand how to market a web site
Understand Search Engines
Understand Web Authoring Software

**6.0 ASSESSMENT**

Individual assignment and grading details to be provided by Instructor.

Assessment Method	Weight	Associated Outcomes
Assignment(s)	60%	LO01 , LO02 , LO03 , LO04 , LO05 , LO06 , LO07 , LO08 , LO09
Final Exam	40%	LO01 , LO02 , LO03 , LO04 , LO05 , LO06 , LO07 , LO08 , LO09
<b>TOTAL</b>		

## 7.0 STUDENT SUCCESS - POLICIES AND PROCEDURES

Mohawk College has developed several policies and procedures designed to protect students and provide an enriching and rewarding learning experience in which the rights of individuals are respected. This may include the use of digital assessments such as [turn it in](#). For the most up to date information on the following policies and procedures, consult Mohawk College's [Policies and Procedures](#) website.

In addition, students enrolled in Mohawk/McMaster collaborative programs are protected under McMaster University's policies and procedures outlined in [General Academic Regulations, McMaster Undergraduate Calendar](#), and in McMaster's [Academic Integrity Policy](#).

Please be advised that all policies and procedures are subject to change.

**EFFECTIVE FALL 2009** - Policy: AC700 - Program Promotion and Graduation Requirements: A minimum grade of 50% is required as a course pass at Mohawk College. Please be aware, however, that a higher passing grade (minimum 60% or 70%) may be required if this course is taken as part of certain diploma or certificate programs. Please consult your Academic Department for details.

Additionally, if you are taking this course as part of a diploma or certificate program, be aware that you need an overall weighted grade point average (WGPA) of at least 60% to graduate. Graduation requirements are higher for some programs. Please check requirements with your department.

**Note:**

Faculty are required to review Emergency Lockdown procedures and Emergency Evacuation Procedures, including Evacuation Procedures for students with disabilities, at the first class of every course they are teaching each semester. This information is available in the College Emergency Safety and Security Procedures Booklet distributed to all staff in hard copy, or online in MoCoMotion within the HR Staff Services Tab in the Occupational Health and Safety Channel (Occupational Health and Safety web site).

Course information correct as of: **June 1, 2010**