



continuing**studies**

The University of the Arts

PROFESSIONAL INSTITUTE FOR EDUCATORS

ED7121 Creating Web Sites for Teachers 1

March 2, 3, 4 & 9, 10, 11 (Spring 2011)

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HOURS: Fridays 5:00 - 9:30 PM
Saturdays 9:00 AM - 6:00 PM
Sundays 9:00 AM - 6:00 PM

REQUIRED TEXT: MacDonald, Matthew. Creating Web Sites: The Missing Manual. 3rd Edition. Pogue Press/O'Reilly Media, Inc., Sebastopol, CA, 2001. ISBN: 978-1-449-30172-9.

SUGGESTED TEXTS: Freeman, Elisabeth & Freeman, Eric. Head First HTML with CSS & XHTML. O'Reilly Media, Inc., Sebastopol, CA, 2006. ISBN: 978-0-596-10197-8.

McFarland, David Sawyer. Dreamweaver CS5: The Missing Manual. Pogue Press/O'Reilly Media, Inc., Sebastopol, CA, 2010. ISBN: 978-1-449-38181-3.

McFarland, David Sawyer. CSS: The Missing Manual. 2nd Edition. Pogue Press/O'Reilly Media, Inc., Sebastopol, CA, 2009. ISBN: 978-0-596-80244-8.

COURSE DESCRIPTION

This three-credit graduate-level course will provide students with hands-on experience in the production of well-designed web sites for a variety of purposes. The course will make use of basic HTML/XHTML, CSS, Adobe Photoshop, Adobe Dreamweaver to achieve this goal. Students will design and create a web site for the purpose of posting on the Internet or an intranet.

OBJECTIVES

At the conclusion of this course, participating teachers will be able to:

1. Understand copyright issues with regard to Internet content.
2. Identify well designed web sites using basic principles of design.
3. Write basic HTML/XHTML and CSS to create simple web pages.
4. Use HTML authoring software to create web sites for a variety of purposes.
5. Create well-designed (fast download, well-organized and graphically pleasing) web sites.

EVALUATION

Participants in this course will be evaluated in the progress toward course objectives through attendance, and completion of class assignments including a final project.

Final Project: Create a web site with *at least 10 web pages* for a purpose of your choosing. This web site should be educational or informational in nature. The topic should be real and useful with the end goal of posting it on the Internet or an intranet. This project will be evaluated according to the following criteria:

- Design statement
- Overall site design
- Site navigation
- Content design
- HTML & CSS code

COURSE REQUIREMENTS

1. Class attendance (10%)
2. Production of assignments (40%)
3. Final Project (50%)

COURSE SCHEDULE

| <u>Date</u> | <u>Topic</u> | <u>Assignment</u> |
|--------------------------|---|--|
| <i>Friday, March 2</i> | Course Overview Introduction to Course Resources, Copyright/Fair Use Issues Principles of design | Look at web sites to understand good and bad design - discussion <i>Text: Chapters 1 & 2: pgs. 7 - 49</i> |
| <i>Saturday, March 3</i> | Introduction to HTML/XHTML <ul style="list-style-type: none"> • Header tags • Comment tag • Text tags • List tags • Graphic tags • Hyperlink tags • Container tags | <i>*Bring a copy of your resume</i> Create a resume web site using HTML Add hypertext links and graphics Layout your page using HTML container tags <i>Text: Chapters 4 & 5: pgs. 77-134</i> <i>Chapters 7 & 8: pgs. 183-237</i> |
| <i>Sunday, March 4</i> | Introduction to CSS <ul style="list-style-type: none"> • Structure of style rules • Understanding the Cascade • Attaching & editing an external document Creating your Document Design Statement | Create an external CSS document for your resume web site Start your project web site Design Statement <i>Text: Chapter 6: pgs. 135 – 182</i> <i>Chapter 9: pgs. 239-265</i> <i>*HTML resume site due</i> |
| <i>Friday, March 9</i> | Introduction to Dreamweaver: <ul style="list-style-type: none"> • Document Window • Panels • Toolbars • Defining a site | <i>*Design Statement due</i> Set up a local site |

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|----------------------------------|---|--|
| <p><i>Saturday, March 10</i></p> | <p>More Dreamweaver Skills:</p> <ul style="list-style-type: none"> • Layout a page • Create & format text • Use heading styles & lists • Create an external style sheet • Add images and set image properties • Create an image map • Add hyperlinks | <p>Create a small personal web site entitled "Dangerous Frogs" using Dreamweaver.</p> |
| <p><i>Sunday, March 11</i></p> | <p>Final Project Development Project Share</p> | <p>Work on Project *Final Project Due (Note: Final project may be completed 2 weeks after final class and submitted directly to the instructor)</p> |

DESIGN STATEMENT

Page 1:

- **Site goals and Objectives**
What is the goal/purpose of this site?
- **Target Audience**

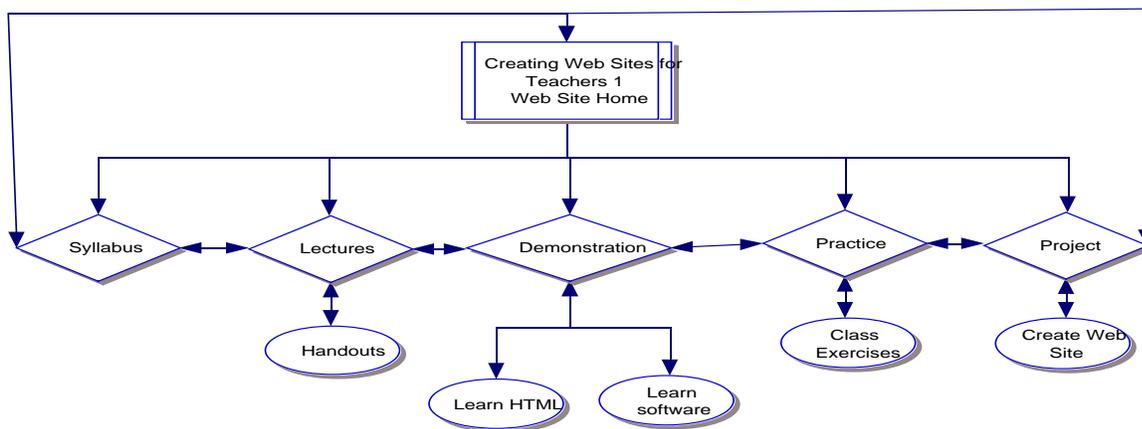
| <u>End User Groups</u> <i>Who will visit your site? How would you describe them?</i> | <u>Purpose & Content</u> <i>Why will they come to your site?</i> | <u>Tasks</u> <i>What will they be able to do on your site?</i> |
|---|---|---|
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Page 2:

- **Site Mind Map**
(Brainstorm what you want on your site: use software [Inspiration; PowerPoint, Illustrator] or a site online. For Brainstorming Resources, see <http://www.msmaonline.com/ed7121.html>.)

Page 3:

- **Flow Chart of actual site design**
(Use software [Inspiration; PowerPoint, Illustrator] or a site online. For Brainstorming Resources, see <http://www.msmaonline.com/ed7121.html>.)



COURSE RESOURCES:

Go here for the printed syllabus, the interactive online syllabus with online handouts, tutorials and additional online resources: <http://www.msmaonline.com/ed7121.html>.

NOTES:

University of the Arts Statement

All students are expected to attend classes regularly and promptly, and for the duration of the scheduled instructional time. Individual instructors will decide the optimum time for taking attendance and may penalize for habitual lateness or absence. Repeated absences may result in a grade of "F" for the course.

Students who withdraw from a course must do so in writing. Non-attendance does not constitute an official withdrawal.

Educators taking courses for credit are required to complete assignments for evaluation outside of direct contact hours. These assignments may include lesson plans, readings, papers, projects, presentations or other work relating the course content to classroom application. Most final course projects will be due two weeks after the final class meeting. An official grade report will be provided automatically 10 to 15 business days after projects are submitted.

Courses for credit qualify for PA ACT 48 standards; non-credit course work does not qualify. A three credit class will be posted as ACT 48 90-hour equivalency. Students must supply their unique PA ACT 48 Professional Personal ID number and complete the request form distributed in class to have their credit course posted. ACT 48 posting to the PA Department of Education occurs at the end of each month, after final grading for course work is complete.

The University of the Arts reserves the right to cancel classes due to low enrollment, reschedule any course or to change the instructor. If a cancellation should occur, students will be notified prior to the start of classes and will have the option of taking another course or receiving a full refund. The University is not responsible for supplies that may be purchased in advance.