

## FLORIDA STATE COLLEGE AT JACKSONVILLE

## COLLEGE CREDIT COURSE OUTLINE

COURSE NUMBER:	GRA 2144
COURSE TITLE:	Computer Application: Web Publishing
PREREQUISITE(S):	GRA 2201 or GRA 1156
COREQUISITE(S):	None
CREDIT HOURS:	4
CONTACT HOURS/WEEK:	4
CONTACT HOUR BREAKDOWN:	
Lecture/Discussion:	3
Laboratory:	1
Other _____:	
FACULTY WORKLOAD POINTS:	4
STANDARDIZED CLASS SIZE ALLOCATION:	20

## CATALOG COURSE DESCRIPTION:

This course will introduce the student to web publishing software found on the Macintosh computer. Emphasis will focus on developing, designing and maintaining web pages. Students will become familiar with the back end coding using HTML and the interface design of navigational information.

SUGGESTED TEXT(S):	<u>Essentials for Design Macromedia 8 Level 1</u> , Julian Rickards, Pearson/Prentice Hall: Upper Saddle River, NJ. 2007
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Macromedia Dreamweaver 8 Visual Quickstart Guide, Tom Negrino & Dori Smith, Peach Pit Press: Berkeley, CA, 2006

IMPLEMENTATION DATE:	Fall Term, 1997 (981)
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REVIEW OR MODIFICATION DATE:	Fall Term, 2002 (20031) Fall Term, 2005 (20061) Fall Term, 2008 (20091) - Outline Review 2007
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COURSE TOPICS	<u>CONTACT HOURS PER TOPIC</u>
I. Understanding Hypertext and the World Wide Web	8
A. Using a Web Browser	
B. Using Usergroups, Email, Search Engines, Etc.	
C. Explore Web Sites	
D. Surfing Basics	
II. Designing Effective Documents	8
A. Set Goals for Your Site	
B. Thumbnail Your Ideas	
C. Storyboard Your Web Presentation	
D. Ideas for Organization and Navigation	
III. Preparing Files for Web Design	6
A. Scanning Techniques	
B. Screen Captures	
C. Proper File Saving	
D. Setting Up Your Hierarchy Systems	
IV. Using WYSIWYG Programs	12
A. Understanding Adobe Pagemill/Claris Homepage	
1. Linking Pages	
2. Image Maps	
3. Basic Layout	
4. Tables	
5. Frames	
B. GIF Builder	
C. Advance Photoshop-Web Techniques	
V. Introduction to HTML	12
A. Learning HTML Code	
B. Editors for HTML	
C. Structuring HTML	
D. Troubleshooting HTML	
E. Advanced Topics - CGIs, JAVA Script, JAVA	
VI. Putting it all Online	6
A. Web Servers	
B. Uploading Files	
C. Maintaining Sites	

## COURSE TOPICS (CONTINUED)

CONTACT HOURS  
PER TOPIC

## VII. Software Application - Projects

8

- A. Formal Elements
  - 1. Color Options
  - 2. Typography
- B. Image Placement
- C. Format
- D. Applied Problem Solving
  - 1. Conceptualization
  - 2. Design
- E. Media Selection

PROGRAM TITLE: Graphic Design Technology  
COURSE TITLE: Web Page Design for the Internet  
CIP NUMBER: 1650.040200

LIST PERFORMANCE STANDARD ADDRESSED:

NUMBER(S): TITLES(S):

01.0 DEMONSTRATE EFFECTIVE COMMUNICATION SKILLS -- The student will be able to:

- 01.01 Demonstrate presentation skills.
- 01.02 Prepare written correspondence.
- 01.03 Demonstrate good telephone techniques.
- 01.04 Read and interpret written and oral instructions.

02.0 DEMONSTRATE LEADERSHIP SKILLS -- The student will be able to:

- 02.01 Demonstrate management abilities.
- 02.02 Demonstrate leadership qualities.

03.0 DEMONSTRATE SAFE AND EFFICIENT WORK PRACTICES -- The student will be able to:

- 03.01 Follow industry rules, safety regulations and policies.
- 03.02 Demonstrate proper use of toxic materials.

04.0 PERFORM ILLUSTRATIONS -- The student will be able to:

- 04.01 Create line art.
- 04.02 Demonstrate hard and soft line illustrations.
- 04.03 Demonstrate transparent and opaque techniques.
- 04.06 Develop illustration skills and techniques.
- 04.07 Apply screen tints and color films for illustrations.

05.0 DEMONSTRATE STYLE TECHNIQUES -- The student will be able to:

- 05.01 Select appropriate style or technique to problem solving.
- 05.02 Display creative talent and ingenuity.

07.0 FORMULATE CONCEPT/THEORY -- The student will be able to:

- 07.01 Apply principles of design.
- 07.02 Demonstrate the design process.

LIST PERFORMANCE STANDARD ADDRESSED: (CONTINUED)

NUMBER(S):            TITLES(S):

08.0 APPLY DESIGN THEORIES -- The student will be able to:

- 08.01 Create a design in black and white or color.
- 08.02 Create various mockups and dummies.
- 08.03 Produce quality comprehensive layouts in a variety of formats.

09.0 DEMONSTRATE DRAWING TECHNIQUES -- The student will be able to:

- 09.01 Draw three dimensional shapes.

10.0 LETTER EFFECTIVELY -- The student will be able to:

- 10.01 Choose appropriate letter styles.

12.0 CREATIVE ADVERTISING LAYOUTS -- The student will be able to:

- 12.02 Identify advertising needs and develop appropriate solution.

13.0 PERFORM PASTE-UPS -- The student will be able to:

- 13.02 Perform cropping of photograph and sizing of illustrations.

14.0 PRINTING PROCESSES -- The student will be able to:

- 14.01 Analyze and identify methods of proofing.
- 14.02 Determine methods of printing.
- 14.04 Explain color separation process.
- 14.05 Identify and specify half-tone and line negatives.

17.0 DEMONSTRATE PROPER USE OF INDUSTRY TOOLS AND EQUIPMENT -- The student will be able to:

- 17.02 Utilize and read various scales.

19.0 DEMONSTRATE KNOWLEDGE OF CURRENT INDUSTRY STANDARDS, PRACTICES TECHNIQUES -  
The student will be able to:

- 19.01 Explain copyright procedures.
- 19.02 Utilize industry terminology.
- 19.03 Identify industry practice and procedures.
- 19.04 Explain importance of meeting deadlines.
- 19.05 Acquire up-to-date in-field technology.
- 19.07 Adjust to work conditions.
- 19.08 Adapt properly to interdepartmental communications.
- 19.09 Identify clip-art images.

LIST PERFORMANCE STANDARD ADDRESSED: (CONTINUED)

NUMBER(S):            TITLES(S):

20.0 DEMONSTRATE CREATIVE USE OF TYPOGRAPHY -- The student will be able to:

- 20.02 Perform cropping and scaling.
- 20.05 Allow proper letters and line spaces for typesetting.
- 20.06 Develop working knowledge of typesetting.

22.0 INTERPRET PHOTOGRAPHIC PROCEDURES -- The student will be able to:

- 22.02 Perform cropping and scaling.
- 22.03 Prepare art cards for multi-media.
- 22.04 Apply specification terminology.
- 22.06 Identify graphic arts photo principles and practices.
- 22.07 Create an artistic photographic image.
- 22.08 Utilize the photographic procedures.
- 22.09 Produce a half-tone screen image.

23.0 APPLY MARKETING/ADVERTISING THEORIES -- The student will be able to:

- 23.01 Apply marketing/advertising theories.
- 23.02 Identify customer needs.
- 23.03 Identify target market.
- 23.04 Prepare cost estimate.
- 23.05 Analyze marketing potential.
- 23.06 Recognize proper use of specialty services (supplies, specialties).
- 23.07 Identify marketing procedures.
- 23.08 Identify advertising procedures.
- 23.09 Interpret advertising agency skills and procedures.

24.0 APPLY COLOR THEORIES -- The student will be able to:

- 24.01 Use color for impact.
- 24.02 Apply color symbolically (psychology).
- 24.03 Develop knowledge of color theory.
- 24.04 Apply color theory and appropriate principles for use in design.

27.0 CREATE COMPUTER-AIDED LAYOUTS -- The student will be able to:

- 27.01 Perform pagination.
- 27.02 Create color graphics.
- 27.03 Create color illustration.



*NOTE: Use either the Tab key or mouse click to move from field to field. The box will expand to accommodate your entry.*

<b>Section 1</b>	
<b>COURSE PREFIX AND NUMBER:</b> <u>GRA 2144</u>	<b>SEMESTER CREDIT HOURS:</b> <u>4</u>
<b>COURSE TITLE:</b> <u>Computer Application: Web Publishing</u>	

**Section 2**  
**TYPE OF COURSE: (Click on the box to check all that apply)**

<input type="checkbox"/> AA Elective	<input checked="" type="checkbox"/> AS Required Professional Course	<input type="checkbox"/> College Prep
<input checked="" type="checkbox"/> AS Professional Elective	<input type="checkbox"/> AAS Required Professional Course	<input checked="" type="checkbox"/> Technical Certificate
<input type="checkbox"/> Other _____		
<input type="checkbox"/> General Education: (For General Education courses, you must also complete Section 3 and Section 7)		

**Section 3 (If applicable)**  
**INDICATE BELOW THE DISCIPLINE AREA FOR GENERAL EDUCATION COURSES:**

<input type="checkbox"/> Communication	<input type="checkbox"/> Social & Behavioral Sciences	<input type="checkbox"/> Mathematics
<input type="checkbox"/> Natural Sciences	<input type="checkbox"/> Humanities	

**Section 4**  
**INTELLECTUAL COMPETENCIES:**

<input checked="" type="checkbox"/> Reading	<input type="checkbox"/> Speaking	<input type="checkbox"/> Critical Analysis	<input type="checkbox"/> Quantitative Skills	<input type="checkbox"/> Scientific Method of Inquiry
<input checked="" type="checkbox"/> Writing	<input checked="" type="checkbox"/> Listening	<input type="checkbox"/> Information Literacy	<input type="checkbox"/> Ethical Judgment	<input checked="" type="checkbox"/> Working Collaboratively

<b>Section 5</b>	
<b>LEARNING OUTCOMES</b>	<b>METHOD OF ASSESSMENT</b>
• Design Web site for publication	In class and outside class project(s), Observation
• Create graphics, audio and other files as specified for web site design	In class and outside class projects(s), Observation
• Understand basic HTML code	In class and outside class project(s), quizzes, tests
• Develop basic WYSIWYG software skills	In class and outside class projects(s), observation, quizzes
• Identify basic usability standards for web sites	Quizzes and tests
• Publish web site	In class projects, observation
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**Section 6**  
 Name of Person Completing This Form: Troy Johnson