Introduction to Web Design
TECH025056
Credits: 0.5 units / 5 hours

Course Description

This course will introduce students to various aspects of web design, from the environment and tools used to create a website, to promoting and maintaining a website over time. Students will learn how to develop a plan for the structure of a site, how to use color and composition effectively, and how to make information easy to find. The uses of multimedia and interactive elements in a site will be discussed, as well as how to analyze the metrics generated as a site is visited. This course requires Internet access. Students will be required to develop and submit the individual HTML pages of a website as part of the projects required in this course.

Graded Assessments: 3 Unit Evaluations; 3 Projects; 3 Proctored Progress Tests

Course Objectives

When you have completed the materials in this course, you should be able to:

1. Understand the difference between the Internet and the World Wide Web.

2. Use the tools readily available to create websites.

3. Gain an understanding of the various roles that come into play in website design.

4. Learn the advantages of web publishing over other publishing methods.

5. Determine the proper uses of balance, contrast, focus, unity, and color as tools of design.

6. Accurately define the purpose or purposes of a website.

7. Consider the best structure to present the content of a website.

8. Compare the advantages and disadvantages of page length to overall site navigation.

9. Identify the best font choices for viewing content in an online environment.

10. Analyze image use in a page, including size, relation to other content, loading times, and overall placement within a website.

11. Explore sources for multimedia and interactive components that can enhance the value of a site.

12. Apply the knowledge gained about website promotion to increase the number of visitors you attract.

13. Demonstrate an understanding of the importance of regular site maintenance and content updates.

Course Outline

Unit 1: The Environment and Fundamentals

Lesson 1: The Environment and the Tools

Lesson 2: Web Publishing Fundamentals

Unit 1 Evaluation

Project 1

Progress Test 1

Unit 2: Planning a Successful Website

Lesson 3: Planning a Successful Website, Part 1

Lesson 4: Planning a Successful Website, Part 2

Unit 2 Evaluation

Project 2

Progress Test 2

Unit 3: Typography, Multimedia, and Maintaining a Website

Lesson 5: Typography and Images

Lesson 6: Multimedia and Interactivity Elements

Lesson 7: Promoting and Maintaining a Website

Unit 3 Evaluation

Project 3

Progress Test 3

Required Textbook and Materials
(available through Follett virtual bookstore at http://highschool.nebraska.bkstr.com)

Textbook: *Web Design: Introductory, Sixth Edition.* Cengage Learning. 2018. ISBN: 9781337277938