UNIVERSITY *of* VIRGINIA

SCHOOL *of* CONTINUING & PROFESSIONAL STUDIES

Class Overview

General Class Information
All fields must be completed and posted in UVaCollab and World Viewable in SIS no later than two weeks prior to registration.

Subject Area & Catalog Number	IT 3230	Class Title	Basics of Web Design	
Credit Type	☒ **Credit** ☒ *Undergraduate* ☐ *Graduate* ☐ **Noncredit**	**Delivery Method**		☐ P (In-Person) ☐ CI (Classroom/Internet) ☒ WB (Web-Based)

1. **Class Description (Use the SIS 400 characters from catalog description)**

    Students will develop the skills necessary to create visually appealing, standards-based Web pages. This course encompasses a broad array of concepts, tools, and techniques that are necessary for web site development. Students will learn the fundamentals of authoring HTML and CSS, as well as the basic principles of design, color theory, and typography as they apply to presentation on a computer screen. Digital imaging will be explored, using photo software to create simple web graphics and process photographs for use on a web site. Attention will also be given to the concepts underlying the design of navigation for web sites, usability, browsers and browser bugs, accessibility issues, and the process of putting a completed web site online.

2. **Learning Outcomes**

    1. Use a text editor to author the structure of a simple Web page with valid HTML or XHTML markup.
    2. Understand file structure and hierarchy and be able to link web pages and images.
    3. Use a ftp program to load web pages and images to a server.
    4. Use a text editor to author the presentational aspects of a Web page with valid CSS.
    5. Understand the concepts of the CSS Box Model, CSS floats and CSS positioning and be able to apply and use these techniques when creating a web page layout.
    6. Understand how different browsers and different operating systems affect the way web pages look to the viewer.
    7. Understand the basic concepts of "Usability".
    8. Understand the difference between the .gif, .jpg, and .png image file formats, and when it is appropriate for each to be used.
    9. Use photo software to create basic web graphics.
    10. Use photo software to correctly size and process photographic images for use on a web page.
    11. Develop an understanding of basic color theory and how to use color when creating web pages.
    12. Develop an understanding of typography as used on a web page.
    13. Understand the issues involving "Accessibility" and web sites.
    14. Understand why doctypes are used, and how to use them.
    15. Understand what the Document Object Model (Dom) is.

a. Understand what Web Standards are, why Web Standards are important, and how to validate a web page.

3. **Assessment Components**
   Homework Assignments
   Discussion/forums
   Quizzes
   Project
   Exam

4. **Required Text (include ISBN, specific edition)**
   Felke-Morris, Terry Web Development & Design Fundamentals 7th edition, Pearson ISBN-13: 978-0133571783

5. **Required Additional Resources and Technical Components**
   Text editor or HTML editor
   ftp client

6. **Other Class Expectations (for Classroom/Internet and Web-Based classes, specify any live (synchronous) meetings dates, times, delivery mode)**
   Meet 1 of the 3 sessions
   6/7/15 3:00pm-3:30pm(EST)
   7/5/15 3:00pm-3:30pm(EST)
   8/2/15 3:00pm-3:30pm(EST)