

**CIS 84.71 Course Outline as of Fall 1998****CATALOG INFORMATION**

Dept and Nbr: CIS 84.71 Title: WEB PROJECT MANAGEMENT

Full Title: The Business of Website Production

Last Reviewed: 9/24/2018

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	2.00	17.5	Lecture Scheduled	35.00
Minimum	0.50	Lab Scheduled	0	17	Lab Scheduled	0
		Contact DHR	3.50		Contact DHR	61.25
		Contact Total	5.50		Contact Total	96.25
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 70.00

Total Student Learning Hours: 166.25

Title 5 Category: AA Degree Applicable

Grading: Grade Only

Repeatability: 04 - Different Topics

Also Listed As:

Formerly:

**Catalog Description:**

This advanced project-management course guides teams of students through the pragmatics of web site development. Topics include: writing a web proposal, bidding a job, storyboard and timeline creation, content development, effective teamwork and production techniques, client relations, and web site maintenance. Students will work in teams to develop a web site for a customer to be provided by their instructor.

**Prerequisites/Corequisites:**

Course Completion of CS 50.11B ( or CIS 58.51B or CIS 84.42B) and Course Completion of CS 50.21A ( or CIS 58.53A or CIS 84.43A) OR Course Completion of CS 17.11 ( or CIS 17 or CIS 54.11 or CIS 84.21) OR Course Completion of CIS 54.31 ( or CIS 84.23)

**Recommended Preparation:****Limits on Enrollment:****Schedule of Classes Information:**

Description: This advanced project-management course guides teams of students through the pragmatics of web site development. Topics include: writing a web proposal, bidding a job,

storyboard and timeline creation, content development, effective teamwork and production techniques, client relations, and web site maintenance. Students will work in teams to develop a web site for a customer to be provided by their instructor. (Grade Only)

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Recommended:

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Different Topics

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>CSU Transfer:</b>	Transferable	Effective: Fall 1999	Inactive: Fall 2022
<b>UC Transfer:</b>		Effective:	Inactive:

**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Outcomes and Objectives:**

Students will:

1. Develop goals, objectives and questions for meetings with web site clients.
2. Create a storyboard, timeline, work schedule, bid and formal proposal for a web site.
3. Analyze existing web sites regarding: overall design, navigation, content, graphics and ease of use.
4. Apply time saving techniques such as graphics shortcuts, web page templates and using HTML editors to their web site.
5. Discuss problems which arise when creating a web site and brainstorm possible solutions.

### **Topics and Scope:**

1. Defining a Web Site
  - a. Educating customers regarding:
    - 1) Basic Internet concepts
    - 2) Web sites and terminology
2. Formulating Project Goals
  - a. Initial Customer contact

- b. Brainstorming and problem solving
- c. Streamlining ideas
- d. Facilitating goal setting
- 3. Defining a target market
  - a. Evaluating your audience
  - b. Creating a visual theme which attracts your audience
- 4. Creating a flowchart/storyboard/timeline
  - a. Working backwards from deadlines
  - b. Defining group roles
  - c. Assigning tasks to the work group
  - d. Allowing time for error
  - e. Presentation to the client
- 5. Preparing a contract
  - a. Project estimates
  - b. Determining customer budget
  - c. Estimated cost vs. actual cost
  - d. Cost of customer changes
- 6. Writing a Web Project Proposal
  - a. Putting it all together
    - 1) Goals
    - 2) Storyboard
    - 3) Timeline
    - 4) Budget
    - 5) Contract
- 7. Communicating with the customer and with the work group
- 8. Visual Styles and Web Site Tone
  - a. Creating graphics which attract the target market
  - b. Graphic appeal: basic rules for web graphics
  - c. Color theory and meaning
  - d. Choose the colors that best portray your image
- 9. Web Site Content
  - a. Writing styles - learning what works in print
  - b. Type & style: make your words speak out
- 10. Navigational Design
  - a. Navigating with graphics and text
  - b. Human-computer interface design concepts
  - c. Consistency in navigation
  - d. Maps
  - e. Search engine for your site
  - f. Structured layout versus free-form
- 11. Interactivity at your web site
  - a. Importance of communicating with your public
  - b. Using forms and content to gather customer data
  - c. Providing feedback on every page
- 12. Time saving techniques
  - a. Using your editor to save you time
  - b. Creating templates
  - c. Modulating your code
  - d. Using style sheets
- 13. Testing the Design
  - a. Loading the site
  - b. Debugging

- c. Beta testing with a sample audience
- 14. Presentation of final design to customer
  - a. Discuss site maintenance
  - b. Publicizing site
    - 1) Registering with search engines and mailing groups

### **Assignment:**

Students will:

1. Conduct 4 client meetings where they will discuss: client goals for web site, client approval of storyboard, client approval of templates, final client approval and site maintenance.
2. Create a storyboard, timeline, and bid which will be incorporated into a formal proposal for a web site they are assigned.
3. Document their work on the web site and compare their initial proposal to the actual work completed.
4. Research existing contracts and develop one which meets their needs.
5. Use the Internet to research 3 of the issues listed below:
  - a. Cost of web sites
  - b. Contracts for freelance workers
  - c. Tax issues for the self employed
  - d. Insurance option for the self employed
  - e. Starting your own small business
  - f. Web design principles
  - g. Web programming
  - h. Employment outlook for web designers and programmers
6. Create a web site for a customer which contains:
  - a. 5-10 web pages which connect to each other
  - b. 5-10 links to the outside world
  - c. 3 links within a document
  - d. Mailto command
  - e. 10-12 graphics one which is interlaced or transparent
  - f. Background color or graphic and text color
  - g. Tables
  - h. Must include at least 5 of the items listed below:
    - 1) Form using a CGI script
    - 2) Access counter
    - 3) Javascript
    - 4) Java applet
    - 5) Collage
    - 6) Custom buttons
    - 7) Logo
    - 8) Banner bar
7. Critique 3 existing web sites regarding their: overall design, navigation, content, graphics and ease of use.

### **Methods of Evaluation/Basis of Grade:**

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

None, This is a degree applicable course but assessment tools based on writing are not included because problem solving assessments are more appropriate for this course.

Writing  
0 - 0%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Homework problems, Field work, Quizzes, Exams

Problem solving  
25 - 60%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Class performances, Field work, Performance exams, Create a web site based on client need.

Skill Demonstrations  
20 - 50%

**Exams:** All forms of formal testing, other than skill performance exams.

Multiple choice, True/false, Matching items, Completion, SHORT ANSWER

Exams  
20 - 40%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

None

Other Category  
0 - 0%

### **Representative Textbooks and Materials:**

Secrets of Successful Web Sites, David Seigel - Hayden Books  
Elements of Web Design, Darch Dinucci - Peachpit Press