

CATALOG INFORMATION

Dept and Nbr: CIS 58.55 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	4.00	Lecture Scheduled	2.00	17.5	Lecture Scheduled	35.00
Minimum	4.00	Lab Scheduled	0	17	Lab Scheduled	0
		Contact DHR	6.00		Contact DHR	105.00
		Contact Total	8.00		Contact Total	140.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 70.00

Total Student Learning Hours: 210.00

Title 5 Category: AA Degree Applicable
Grading: Grade Only
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:
Formerly: CIS 84.71

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:
Completion of CIS 58.51B (formerly CIS 84.42B) with a grade of "C" or better in addition to completion of one of the following courses with a grade of "C" or better: CIS 58.53A (formerly CIS 84.43A), CIS 54.11 (formerly CIS 84.21), CIS 54.31 (formerly CIS 84.23), CIS 54.13 (formerly CIS 84.24).

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100

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. (Grade Only)

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Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:	Transferable	Effective: Fall 1999	Inactive: Fall 2022
UC Transfer:		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 contests 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.

Written homework, Reading reports, Lab reports

Writing
10 - 20%

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 - 50%

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
15 - 40%

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

None

Other Category
0 - 0%

Representative Textbooks and Materials:

"Collaborative Web Debelopment", by Jessica Burdman - Addison Wesley 1999