

**CS 50.31 Course Outline as of Fall 2009****CATALOG INFORMATION**

Dept and Nbr: CS 50.31 Title: WEB CONTENT DEVELOPMENT

Full Title: Web Content Development

Last Reviewed: 4/28/2014

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 or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly: CIS 58.54

**Catalog Description:**

A practical hands-on course where students create a simple web site for a client. Topics include: steps involved in planning and producing a web site, modifying web proposal templates, bidding a job, storyboard and timeline creation, content development, communication strategies, effective teamwork, client relations, production techniques, site promotion strategies, and web site maintenance. Web authoring and maintenance tools will be explored. Students will work in teams to develop or modify 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)

**Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100

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

Description: Topics include: web site planning/production, using web proposal templates, storyboards/timelines, content development, communication strategies, effective teamwork, client relations, production techniques, site promotion strategies, and site maintenance. Students

work in teams to develop a web site for a client provided by instructor. (Grade or P/NP)  
 Prerequisites/Corequisites: Course Completion of CS 50.11B ( or CIS 58.51B or CIS 84.42B)  
 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:**

<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: Spring 2000	Inactive: Fall 2017
<b>UC Transfer:</b>		Effective:	Inactive:

**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

**COURSE CONTENT**

**Outcomes and Objectives:**

The students will:

1. Meet with clients 5 times during the semester to: educate them about the web, assess their website needs, present their proposal, gather content, test the site, and deliver the product.
2. Based on the results of the client meetings the students will develop: goals, objectives, a storyboard, timeline, list of deliverables, bid, and formal web proposal.
3. Analyze existing web templates, and incorporate the client's data into the template.
4. Apply time saving production techniques such as graphic shortcuts, using templates, using HTML editors and web site management.
5. Discuss problems which arise when creating a website and brainstorm possible solutions.
6. Discuss techniques for effective communication between team members and clients. Also discuss problem solving strategies and conflict resolution techniques.
7. Test the site with clients, users and equipment.
8. Develop a maintenance plan with the client.

**Topics and Scope:**

1. Web site planning preparation
  - a. Defining a Web site
  - b. Educating customers regarding basic Internet concepts.
  - c. Web sites, and Web terminology

- 1) Web site
- 2) Web page
- 3) URL
- 4) domain name
- 5) WWW
- 6) Internet
- 7) FTP
- 8) Internet Sservice
- 9) Provider
- 10) links
- 11) email
- 12) online
- 13) forms
- 14) e-commerce
- d. Intial Customer contact
- e. Formulating Project Goals
- f. Brainstorming and problem solving
- g. Streamlining ideas
2. Organizing Development Team
  - a. Defining group roles
    - 1) Project Manager
    - 2) Designer
    - 3) Content Developer
    - 4) Marketer
  - b. Assigning tasks to the work group
  - c. Generating a list of deliverables
3. Generating an Implementation Plan
  - a. Creating a flow chart/storyboard/timeline
  - b. Working backwards from deadlines
  - c. Presentation Storyboard
  - d. Production Storyboard
  - e. Maintenance Storyboard
  - f. Allowing time for error
  - g. Preparing a contract
  - h. Determining customer budget
    - 1) Estimated cost vs. actual cost
    - 2) Cost of customer changes
4. Modifying a Web Project Proposal
  - a. Putting it all together to prepare a formaw web presentation which consists of concepts from earlier lessons compiled onto a web project proposal format. A verbal presentation is also made. Subjects covered in the presentation include:
    - 1) Goals/Target Market
    - 2) Deliverables
    - 3) Storyboard
    - 4) Timeline/Work Schedule
    - 5) Budget
    - 6) Contract
5. Communicating with the customer and within the work group
  - a. Resolving group conflict
  - b. Resolving client conflict
  - c. Adjusting to project changes

- d. Meeting deadlines
- e. Working as a team
- f. Accepting criticism
- 6. Web site Content
  - a. Chunking Information
  - b. Writing styles - learning what works on screen
  - c. Visual Styles and Web site Design
  - d. Color Schemes
  - e. Modifying Templates
  - f. Graphic appeal: basic rules for web graphics
  - g. Navigational Design Principles
    - 1) Contrast
    - 2) Alignment
    - 3) Repetition
    - 4) Proximity
    - 5) KISS
    - 6) Focal Point
- 7. Testing the Design
  - a. Loading the site
  - b. Debugging
  - c. Beta testing with a sample audience
- 8. Production Techniques
  - a. Time saving tips
  - b. Templates
  - c. Organizing Files
  - d. Using editors to save you time
    - 1) BBEdit
    - 2) HomeSite
    - 3) Go Live
    - 4) Dreamweaver
    - 5) Front Page
- 9. Presentatioin of final design to customer
  - a. Discuss site maintenance
  - b. Publicizing site
  - c. Registering with search engines and mailing groups

**Assignment:**

1. Weekly status report delivered through email.
2. A web site proposal which contains: project goals, objectives, a storyboard, timeline, work chart, list of deliverables, bid, and contract.
3. A web site which cotains 5-10 pages and 5-10 images.
4. Two reviews of web software products.
5. Two reviews of guest speakers.
6. Students will use effective communication strategies to communicate with their teammates and clients.
7. Students will effectively problem solve and resolve conflicts that arise as the site is being developed.
8. Role playing, group activities, active listening and email discussions will be used to model effective communication stragegies and problem solving skills.

## 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

Writing  
5 - 15%

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

Field work, Exams

Problem solving  
20 - 40%

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

Class performances, Field work

Skill Demonstrations  
20 - 50%

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

Multiple choice, True/false, Matching items, Completion

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:

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