CS 50.31 Course Outline as of Spring 2011

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	4.00	17.5	Lecture Scheduled	70.00
Minimum	4.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	4.00		Contact Total	70.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 140.00   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: 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. (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:

				Effective:	Inactive:
AS Degree:	**Area**			Effective:	Inactive:
CSU GE:	**Transfer Area**			Effective:	Inactive:
IGETC:	**Transfer Area**			Effective:	Inactive:
CSU Transfer:	Transferable	Effective:	Spring 2000	Inactive:	Fall 2017
UC Transfer:		Effective:		Inactive:	

CID:

Certificate/Major Applicable:
Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:
Upon completion of the course, students will be able to:
1. Conduct successful meetings with clients 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, 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 (HyperText Markup Language) editors and web site management.
5. Discuss problems which arise when creating a website and brainstorm possible solutions.
6. Apply techniques for effective communication between team members and clients.
7. Apply problem solving strategies and conflict resolution techniques.
8. Test the site with clients, users, and equipment.
9. 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 (Universal Resource Locator)
      4) Domain name
      5) WWW
      6) Internet
      7) FTP (File Transfer Protocol)
      8) Internet service
      9) Provider
      10) Links
      11) E-mail
      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, and 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 formal web presentation
  b. Verbal presentation
    1) Goals and target market
    2) Deliverables
    3) Storyboard
    4) Timeline and 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 (keep it simple student)
       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 time
9. Presentation 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. Web site proposal which contains: project goals, objectives, storyboard, timeline, work chart, list of deliverables, bid, and contract
3. Web site which contains 5-10 pages and 5-10 images
4. Two reviews of web software products
5. Two reviews of guest speakers
6. Problem solving and resolving conflicts that arise as the site is being developed
7. Role playing, group activities, active listening and email discussions will be used to model effective communication strategies and problem solving skills
8. Unit tests

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.

Status reports, reviews	Writing 5 - 15%

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

Web site proposal		Problem solving 20 - 40%

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

Web site development; effective communications; role playing		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: Strategies and Best Practices for Web Teams, by Jessica Burdman. Addison-Wesley, 2000 (classic in field).