SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: GRPH 200   Department: Graphic Arts Technology

Course Title: Introduction to Web Design   Semester: Spring   Year: 2009

Objectives/Competencies

Course Objective	Competencies
1. Students will become familiar with the history of the Internet and the World Wide Web.	1. Know the difference between the Internet and the World Wide Web. 2. Understand the role the ARPA played in the creation of the Internet. 3. Know the timeline of events from the first wide-area network in 1965 through the commercialization of the Internet in 1991. 4. Understand Tim Berners-Lee's role in the creation and development of the World Wide Web and the World Wide Web Consortium.
2. Students will develop a sense of good web design through a critical look at existing web pages.	1. Evaluate published web pages from an aesthetic and functional perspective. 2. View and analyze source code for published web pages. 3. Think critically and formulate opinions about web page designs. 4. Identify strengths and weaknesses in web page designs.

Course Objective	Competencies
3. Students will be able to use a basic text editor to create web pages and view them on a browser.	1. Understand the process of creating an (X)HTML document in a text editor. 2. Know how to properly save (X)HTML documents using browser friendly naming conventions. 3. Be able to open and view (X)HTML documents in a web browser. 4. Be able to make changes to (X)HTML documents in a text editor and view the changes in a web browser. 5. Manage files and folders for a web site.
4. Students will understand the structure and syntax of (X) HTML and CSS coding and be able to create web pages by writing (x) html and CSS code.	1. Know the basic (X)HTML code common to most web pages. 2. Understand how to format text using (X)HTML and CSS coding. 3. Will be able to apply images and hyperlinks using (X)HTML and CSS coding. 4. Create CSS style sheets internally, externally and locally.
5. Students will understand the differences between image file formats used on web pages and be able to create images for web pages.	1. Know which file formats can be used on web pages. 2. Be able to determine which file format is most suitable for a given image. 3. Demonstrate the ability to crop and resize images for web designs. 4. Create graphic elements for web pages using Adobe Photoshop or Illustrator.

Course Objective	Competencies
6. Students will understand the technology and theory behind color as used on computers and web pages.	1. Know the primary colors of light and how those colors blend. 2. Understand how a monitor produces color. 3. Use hexadecimal numbers to specify RGB colors in (X)HTML and CSS code.
7. Students will have an understanding of the basic forms of web page interactivity and be able to incorporate interactivity into a web page.	1. Demonstrate the ability to use hyperlinks on web pages. 2. Create an (X)HTML form. 3. Be aware of advanced functionality and interactivity available through JavaScript and Flash movies.
8. Students will understand how to publish web pages to the Internet.	1. Understand how to locate a web hosting service provider. 2. Understand how to upload files to a server using FTP software. 3. Know how to promote a web site in search engines. 4. Use meta tags to provide additional information about a web page.