



INSTRUCTIONAL PACKAGE

ARV 227

Website Design I

2018-19
Summer 2019

INSTRUCTIONAL PACKAGE

Part I: Course Information

Effective Term: 2018-19

COURSE PREFIX: ARV 227

COURSE TITLE: Website Design I

CONTACT HOURS: 3

CREDIT HOURS: 3

RATIONALE FOR THE COURSE:

Students will learn the introductory theories and practices associated with website design.

COURSE DESCRIPTION:

This course is an introduction to the production of an interactive world wide web site.

PREREQUISITES/CO-REQUISITES:

The pre-requisite for this course is ARV 162 Graphic Reproduction I with a minimum grade of C.

REQUIRED MATERIALS:

Please visit the Bookstore online site for most current textbook information. Use the direct link below to find textbooks.

[BOOKSTORE](#).

Enter the semester, course prefix, number and section when prompted and you will be linked to the correct textbook.

ADDITIONAL REQUIREMENTS:

In addition to the textbooks, the student will be required to have at least a 2 GB computer flash/jump drive, sketchbook and other materials as needed for projects.

TECHNICAL REQUIREMENTS:

Access to Desire2Learn (D2L), HGTC's student portal for course materials.
WaveNet and D2L email access.

CLASSROOM ETIQUETTE:

- Turn off your computer when you leave the classroom. Your professor will show you the correct procedure.
- As a matter of courtesy to other students and your professor, please turn off cell phones and other communication/entertainment devices before class begins. If you are monitoring for an emergency, please notify your professor prior to class and switch cell phone ringers to vibrate.

- Students are prohibited from copying software from the college computers. Anyone found copying copyrighted software will be disciplined through the Dean of Students Office.
- Show respect for other students by working in the lab and classroom in a professional manner.
- Do not load personal software of any type on the computers in the labs including games or entertainment software. Systems are purged frequently of data files or unauthorized software.

NETIQUETTE: is the term commonly used to refer to conventions adopted by Internet users on the web, mailing lists, public forums, and in live chat focused on online communications etiquette. For more information regarding Netiquette expectations for distance learning courses, please visit [Online Netiquette](#).

Part II: Student Learning Outcomes

COURSE LEARNING OUTCOMES and ASSESSMENTS*:

- Understand basic terminology of the World Wide Web and how web pages are delivered.
- Learn how HTML, Cascading Style Sheets (CSS), media, and other technologies are used for creating modern web pages.
- Understand the basic structure of web pages and how content is contained in HTML tags, and understand the common tags found within a web page.
- Learn how web designers use Dreamweaver to visualize and modify their designs.
- Define a new Dreamweaver website.
- Use Dreamweaver to modify basic elements of a web page, such as text, links, images, and page title.
- Identify the primary elements of the Dreamweaver CC user interface and understand how they are used.
- Learn the different ways that you can display web pages in the Document window.
- Define the functions of the panels contained in Dreamweaver CC and how they are used.
- Understand the functions of the Property inspector for working with content in a web page.
- Learn how the Files and Favorites panels are used to display files and resources located within a website.
- Employ different methods for displaying styling information using the CSS Designer panel.
- Learn the location and purpose of Dreamweaver interface elements in preparation for the ACA exam.
- Learn project planning techniques to determine the structure of a website and create the folders and files that support the client's requirements.
- Add content into web pages using both Live view and Code view.
- Modify the basic properties of a web page.
- Modify the text elements of a design, including formatting and links.
- Examine wireframe documents and translate the specifications into page design.

- Understand how content containers are created using <div> tags and segment a web page into separate containers.
- Complete the layout of a page by assigning CSS styling and positioning properties to page containers.
- Employ various methods for visualizing, editing, managing, and creating styling rules.
- Understand how the client-to-design process works for creating page prototypes that meet the customer's requirements.
- Create CSS styling rules that make use of background images.
- Use round-trip editing to insert a source Photoshop image file and edit the file from within Adobe Dreamweaver.
- Insert images on a web page and position them using CSS floats.
- Learn the location and purpose of Dreamweaver's image editing tools and the recommended methods for their use.
- Use Dreamweaver's visualization tools to troubleshoot designs and align elements on the page.
- Respond to new client requirements by modifying an existing design.
- Work with client-provided content to convert Microsoft Word to properly formatted HTML.
- Use CSS to create interactive (and accessible) rollover buttons.
- Learn how to apply special CSS selectors to style links and alternating rows within a table.
- Create and style an interactive (and accessible) HTML form.
- Perform technical tests to check for and correct errors.
- Complete the final steps in the prototype to get the client's okay and prepare to move the site into production.
- Prepare web documents for a production environment.
- Use Dreamweaver to modify, edit, and sort Cascading Style Sheets (CSS).
- Create an external CSS file and link the file to the pages in a site.
- Create Dreamweaver templates and apply templates to existing web pages.
- Use Dreamweaver templates and library items to maintain and update a website.
- Publish a website to a live web server and update the pages on the site when changes are made to documents.
- Learn how mobile development is driving modern web design work.
- Create new documents in Dreamweaver using the included Responsive and Bootstrap starter files.
- Evaluate the time required to create responsive designs in preparation for giving the client a cost and time estimate.
- Use the Media Queries toolbar and the CSS Designer panel to examine and visualize responsive designs.
- Create and edit the media queries that define a fluid design.
- Understand how jQuery and Bootstrap components are used in responsive design.
- Create styling rules that override the default settings found in Bootstrap components.

- Insert HTML5 video into a web page and understand the methods for preparing video for production.
- Use Dreamweaver to write and edit CSS3 animations and transitions.

****Students – please refer to the Instructor’s Course Information sheet for specific information on assessments and due dates.***

Part III: Grading and Assessment

EVALUATION OF REQUIRED COURSE MEASURES/ARTIFACTS*

Students’ performance will be assessed and the weight associated with the various measures/artifacts are listed below.

EVALUATION*

Tests (3)	40%
Homework	30%
Final Project	30%
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	100%

****Students, for the specific number and type of evaluations, please refer to the Instructor’s Course Information Sheet.***

GRADING SYSTEM:

State the College’s or departmental grading system as delineated in the Catalog. Please note the College adheres to a 10 point grading scale A = 100 – 90, B = 89- 80, C = 79 – 70, D = 69 – 60, F = 59 and below. You must have your Dean’s approval if changes in the scale are made.

Grades earned in courses impact academic progression and financial aid status. Before withdrawing from a course, be sure to talk with your instructor and financial aid counselor about the implications of that course of action. Ds, Fs, Ws, WFs and Is also negatively impact academic progression and financial aid status.

The Add/Drop Period is the first 5 days of the semester for **full term** classes. Add/Drop periods are shorter for accelerated format courses. Please refer to the academic calendar for deadlines for add/drop ([ACADEMIC CALENDAR](#)). You must attend at least one meeting of all of your classes during that period. If you do not, you will be dropped from the course(s) and your Financial Aid will be reduced accordingly.

Part IV: Attendance

Horry-Georgetown Technical College maintains a general attendance policy requiring students to be present for a minimum of 80 percent (80%) of their classes in order to receive credit for any course. Due to the varied nature of courses taught at the college, some faculty may require up to 90 percent (90%) attendance. Pursuant to 34 Code of Federal Regulations 228.22 - Return to Title IV Funds, once a student has missed over 20% of the course or has missed two (2) consecutive weeks, the faculty is obligated to withdraw the student and a student may not be permitted to reenroll. **Instructors define absentee limits for their class at the beginning of each term; please refer to the Instructor Course Information Sheet.**

For online and hybrid courses, check your Instructor's Course Information Sheet for any required on-site meeting times. Please note, instructors may require tests to be taken at approved testing sites, if you use a testing center other than those provided by HGTC, the center may charge a fee for its services.

Part V: Student Resources



The Student Success and Tutoring Center (SSTC)

The SSTC offers to all students the following **free** resources:

1. **Academic coaches** for most subject areas, **Writing Center Support**, and **college success skills**.
2. **On-line student success and academic support resources**.

Visit the SSTC website: [Student Success & Tutoring Center](#) and visit the student services tab in your WaveNet account to schedule appointments using TutorTrac. For more information, call: SSTC Conway, 349-7872; SSTC Grand Strand, 477-2113; and SSTC Georgetown, 520-1455 or go to the [Online Resource Center](#) to access on-demand resources any time.



Student Information Center: WaveNet Central (WNC)

WNC offers to all students the following **free** resources:

1. **Getting around HGTC**: General information and guidance for enrollment!
2. Use the [Online Resource Center \(ORC\)](#) for COMPASS support, technology education, and online tools.
3. **Drop-in technology support or scheduled training** in the Center or in class.
4. **In-person workshops, online tutorials and more services** are available.

Visit the WNC website: [Wavenet Central](#). Live Chat and Center locations are posted on the website. Or please call one of the following locations: WNC Conway, 349-5182; WNC Grand Strand, 477-2076; and WNC Georgetown, 520-1473.

Student Testing: (If course is offered in multiple format include this section, delete if only F2F sections are offered.)

Testing in an **online/hybrid** course may be accomplished in a variety of ways:

- Test administered within D2L
- Test administered in writing on paper
- Test administered through Publisher Platforms

Further more tests may have time limits and/or require a proctor.

Proctoring can be accomplished either face-to-face at an approved site or online through RPNOW, our online proctoring service. To find out more about proctoring services, please visit the [Online Testing](#) section of the HGTC's Testing Center webpage.

The **Instructor Information Sheet** will have more details on test requirements for your course.

Disability Services:

HGTC is committed to providing an accessible environment for students with disabilities. Inquiries may be directed to Beth Havens, Director of Student Development on the Conway Campus Jaime Davis, Counselor/Advisor on the Georgetown Campus or Kristin Griffin, Counselor on the Grand Strand Campus. These individuals will review documentation of the student's disability and, in a confidential setting with the student, develop an educational accommodation plan.

Note: It is the student's responsibility to self-identify as needing accommodations and to provide acceptable documentation. After a student has self-identified and submitted documentation of a disability, accommodations may be determined, accepted, and provided.

Statement of Equal Opportunity/Non-Discrimination Statement

Horry-Georgetown Technical College prohibits discrimination and harassment, including sexual harassment and abuse, on the basis of race, color, sex, national or ethnic origin, age, religion, disability, marital or family status, veteran status, political ideas, sexual orientation, gender identity, or pregnancy, childbirth, or related medical conditions, including, but not limited to, lactation in educational programs and/or activities.

Inquiries regarding the non-discrimination policies: Students and prospective student inquiries concerning Section 504, Title II, and Title IX and their application to the College or any student decision may be directed to the Vice President for Student Affairs, Dr. Melissa Batten, VP Student Affairs, Title IX Coordinator, Building 1100, Room 107A, Conway Campus, PO Box 261966, Conway, SC 29528-6066, 843-349-5228, Melissa.Batten@hgtc.edu.

Employee and applicant inquiries concerning Section 504, Title II, and Title IX and their application to the College may be directed to the Vice President for Human Resources, Jacquelyne Snyder, VP Human Resources, Section 504, Title II, and Title IX Coordinator, Building 200, Room 212A, Conway Campus, PO Box 261966, Conway, SC 29528-6066, 843-349-5212, Jacquelyne.Snyder@hgtc.edu.

Title IX Requirements

All students (as well as other persons) at Horry-Georgetown Technical College are protected by Title IX—regardless of their sex, sexual orientation, gender identity, part- or full-time status, disability, race, or national origin—in all aspects of educational programs and activities. Any student, or other member of the college community, who believes that he/she is or has been a victim of sexual harassment or sexual violence may file a report with the college’s Chief Student Services Officer, campus law enforcement, or with the college’s Title IX Coordinator, or designee.

*Faculty and Staff are required to report incidents to the Title IX Coordinators when involving students. The only HGTC employees exempt from mandatory reporting are licensed mental health professionals (only as part of their job description such as counseling services).

<p>Inquiries regarding the non-discrimination policies:</p>	
<p>Student and prospective student inquiries concerning Section 504, Title II, and Title IX and their application to the College or any student decision may be directed to the Vice President for Student Affairs.</p>	<p>Employee and applicant inquiries concerning Section 504, Title II, and Title IX and their application to the College may be directed to the Vice President for Human Resources.</p>
<p>Dr. Melissa Batten, VP Student Affairs <i>Title IX Coordinator</i> Building 1100, Room 107A, Conway Campus PO Box 261966, Conway, SC 29528-6066 843-349-5228 Melissa.Batten@hgtc.edu</p>	<p>Jacquelyne Snyder, VP Human Resources <i>Section 504, Title II, and Title IX Coordinator</i> Building 200, Room 212A, Conway Campus PO Box 261966, Conway, SC 29528-6066 843-349-5212 Jacquelyne.Snyder@hgtc.edu</p>