

COLUMBIA COLLEGE

Course Name:	WEB PUBLISHING
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COURSE DESCRIPTION

This course is designed for students with limited or no previous website design or development experience. Course outcomes include a solid understanding of the fundamentals of website development, and concepts such as search engine optimization, keywords, eye-tracking, and how to use the concepts for business development.

References

<http://anson-bowles.com/website-services/website-fundamentals.html>

Website Planning Document: <http://workhouse.anson-bowles.com/resource-docs/create-a-website-crash.pdf>

Sample content map: <http://students.anson-bowles.com/content-map-sample.pdf>

Site Map template (power point) <http://students.anson-bowles.com/cis208/SITE-MAP.ppt>

Google's Keyword Research tool: <https://adwords.google.com/select/KeywordToolExternal>

Bad designs, by example: worst websites of the year: <http://websiteshatsuck.com/>

Worst Websites of 2010 - User Interface / Navigation:

<http://www.webpagesthatsuck.com/worst-websites-of-2010-navigation.html>

Browser Display Statistics: http://www.w3schools.com/browsers/browsers_display.asp

Simulating Color Blindness : <http://www.visibone.com/colorblind/>

Tools:

Open source image viewer/editor: <http://www.irfanview.com/>

Open source code editing software: <http://notepad-plus.sourceforge.net/uk/site.htm>

File Transfer software: <http://filezilla-project.org/>

COURSE OUTLINE

Class 1	<p>I. Course Introduction Where to find resources: anson-bowles.com/resources</p> <p>II. Requirements and Expectations</p> <p>III. Quick Start</p> <ul style="list-style-type: none">• Minimum code for a web page• Using simple editor, viewing in browser <p>A website is a collection of html files linked together on a server. HTML is a language for describing web pages. An HTML file looks like plain text and references external image files, scripts, style sheets and extensions. The file can easily be edited in notepad.</p> <p>The purpose of a web browser (like Internet Explorer or Firefox) is to read HTML documents and display them as web pages. The browser does not display the HTML tags, but uses the tags to interpret the content of the page.</p> <p><i>In-Class Exercise: Creating Your First Web Page file</i> <i>Creating a simple web page: Lesson 1</i> Students will “view source” on HTML page, and using notepad, create their first coded page that they can view in a browser. Begin to experiment with formatting codes using the html page just created. Review existing web pages and as a class, start to identify each web page element.</p> <p>Students will be introduced to how static and dynamic websites work. A brief explanation of how to recognize each type will be given.</p> <p>Homework Assignment 1: Students will go to http://www.w3schools.com/html/html_intro.asp and go through the tutorials from intro to basic. Students will learn to use notepad++ to write their code, save as htm file and then open the file in a browser window to review what they created.</p>
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Class 2	<p>Web Page Structure, Formatting, Colors, Links</p> <p>I. Static vs Dynamic Sites</p> <p>II. File naming and Directory Rules for the Web</p> <ul style="list-style-type: none">• File naming conventions, requirements for web servers• Directory tree basics for local and remote sites <p>A brief overview of how search engines work, how important style, design, content and coding all come together to create a successful website.</p> <p>III. Web Page Structure: <html> <head> (all titles, javascripts, style sheets, meta tags go in the head)</p>
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	<p></head> <body> All text and images go in the body </body> </html></p> <p>IV. Web Page Coding (Formatting basics, links, color) and Hyperlinks The ability to jump from page to page with links is what makes the web special. A “hyperlink” is html code that allows you to move through a web site or jump to another site.</p> <p><i>Exercise: Structure, Formatting, Colors, Links. Follow Lesson 2 Students will continue building their web page using formatting. http://www.w3schools.com/html/html_formatting.asp</i></p> <p>Homework : read http://www.anson-bowles.com/resources/overview/ Continue to build on web page, using the Tutorials section of the resources site, and w3schools.com website for reference. Students are expected to review formatting codes on their own, as homework, over the next 8 weeks.</p> <p>Reference: http://w3schools.com/tags/ref_byfunc.asp</p>
Class 3	<p>I. More Web Page Layout, Adding Images Hyperlinks and Anchors, mailto Directory structure, file organization, Header and Body tags, interpreting web page source code. The structure of a web page is based on a rectangular grid. The table tag is used to "hold" text and images in place. A table is divided into rows, and each row is divided into data cells. A cell can contain text, links, images, lists, forms, other tables, etc. Discussion: What makes a good website?</p> <ol style="list-style-type: none"> 1. The site’s purpose (which should reflect the keywords used to find it) 2. If new to site.... Make it obvious where to go 3. Easy to navigate 4. Know where you are in the site 5. Easy to find pages for returning visitors 6. Readable text (not only colors, but breaking up text into small chunks). People scan text, so the headlines and subheads tell the story 7. Only need to scroll down once (or links to sections further down the page) 8. Images & text fit the width of your screen (Never need to scroll sideways) 9. Easy to find contact information. <p><i>Exercise: Review Lesson 3. Students will expand their web coding vocabulary to include links, mailtos and graphics and demonstrate this knowledge within their web page</i> <i>Assignment: Use demo3.txt and demo3.html as a resource for understanding tables and links. Continue to practice table layout using</i></p>

	<p>http://w3schools.com/html/html_tables.asp</p> <p>Midterm Assignment: Homepage (<i>Create website of your own, consisting of home page and 2 other pages with text or graphic navigation that links to the other 2 pages.. Include such text formatting as section headers, comments to indicate repeating items, horizontal rules, etc.</i>)</p> <p>To pass this midterm, students must have their html files on the server by Class 6. Midterm grades are determined:</p> <ul style="list-style-type: none"> • To pass: Web page and at least 1 other page linked to it on server with formatting (headline, paragraph, font attributes). One table is required. For extra points (to get better than a passing grade): • List items, nested tables, linked in images.
Class 4	<p>I. Adding Nesting Tables and Directory Structure, Navigation, FTP Basics, Table Voodoo</p> <p>Using nested tables for layout, navigation Linking graphics, text, Uploading files by FTP</p> <p><i>Exercise: Class will delve into the concept of nested tables and the use of navigation. Class will review table-voodoo.htm. Students will practice uploading files to a server. (instructions: http://students.anson-bowles.com/dos-ftp.pdf)</i></p> <p><i>Assignment 4: Students will create tables with columns (creating a web page with several columns of text and images) using the following image as a guide: table-practice.jpg</i></p>
Class 5	<p>FTP Practice session, Review Coding, Image Sizing</p> <ul style="list-style-type: none"> • Students will practice using a dos ftp or an ftp program. <p>Images for Websites</p> <ul style="list-style-type: none"> • Usable images, Using graphics for links <p>Resolution, images for navigation, transparency</p> <p>Introduction to Style Sheets</p> <p>Styles define how to display HTML elements External Style Sheets are stored in CSS files</p> <p><i>Exercise: Class will learn about style sheets. Students may build upon midterm site, or start with a new concept.</i></p> <p><i>Exercise: Review images that do and do not work for web. Image galleries for website usage (copyright). Image editing software discussed.</i></p> <p>Assignment 5: Prepare for midterm presentation.</p>
Class 6	<p>I. Midterm Project presentation</p> <p>Students present and critique work</p> <p>More about Style Sheets</p> <p>All your web pages use the same style sheet. You can change the appearance</p>

	<p>and layout of all the pages in a Web site, just by editing one single file! <i>Exercise: Class will get deeper into style sheets.</i> Review the tutorial and references at http://w3schools.com/css/css_reference.asp</p> <p>Introduction to Javascripts JavaScript adds interactivity to HTML pages.</p> <ul style="list-style-type: none"> * JavaScript is a scripting language * A scripting language is a lightweight programming language * JavaScript is usually embedded directly into HTML pages <p><i>Exercise: Students will go to javascript site and learn to add simple scripts to their web page..</i></p> <p>Assignment 6: Create styles and layout for your final. Due: Beginning of Class 7 Reference: CSS Properties Cheat Sheet http://www.webmonkey.com/reference/CSS_Properties Reading: http://www.webmonkey.com/tutorial/Steal_JavaScript http://www.webmonkey.com/tutorial/JavaScript_Tutorial_Lesson_1</p>						
	<p>II. Final Project (due last day of class) <i>Create a 5-page website. Build (use your midterm site if you'd like to) Website must have (in addition to the requirements for midterm project):</i></p> <table style="margin-left: 40px; border: none;"> <tr> <td style="padding-right: 40px;"><i>Navigation</i></td> <td><i>nested tables</i></td> </tr> <tr> <td style="padding-right: 40px;"><i>3-5 graphics</i></td> <td><i>CSS or internal style sheet</i></td> </tr> </table> <p><i>For extra credit:</i></p> <table style="margin-left: 40px; border: none;"> <tr> <td style="padding-right: 40px;"><i>simple JavaScript</i></td> <td><i>anchor tags with links</i></td> </tr> </table>	<i>Navigation</i>	<i>nested tables</i>	<i>3-5 graphics</i>	<i>CSS or internal style sheet</i>	<i>simple JavaScript</i>	<i>anchor tags with links</i>
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<i>simple JavaScript</i>	<i>anchor tags with links</i>						
Class 7	<p>I. Website Planning, Keywords, Search Engines Intro to Site Maps Review styles and how they can be used for multiple pages. Students may use inline styles or external css.</p> <p>Site maps help you plan they layout of your site, how the information is going to flow, and give you an idea of number of pages you're going to need.</p> <p><i>Exercise: Class will learn about site maps, planning a website, how to use keywords and searches..</i></p> <p><i>Read website planning documents.</i></p>						
Class 8	<p>I. Hosting Domains, Website Details, Website types</p> <ul style="list-style-type: none"> • CSS basics, navigation overview, using text or images • Static and dynamic websites • Goal-driven, informational, community-building <p>Students will learn how to plan a successful website and what applications they can use. (including javascript), what impacts the design and implementation of a website.</p>						
Class 9	<p>Final Review (DO NOT EMAIL THE HTML PAGES TO ME) Last minute review for the final.</p>						
Class 10	<p>Presentations of websites</p>						

