

Syllabus

Build your own web site! This course will show you:

- **File management skills.** Finding files anywhere on your computer.
- **A working knowledge of HTML.** The language of the web.
- **Design using CSS** Cascading Style Sheets add color and design.
- **SEO - Search Engine Optimization** - Getting to the top of search page listings.
- **Publishing pages to the Web** using FTP (File Transfer Protocol)

This course uses up-to-date teaching techniques allowing you to learn by reading, listening, experimenting, and writing your own code. Each module has specific learning activities designed to help you learn in an interesting and fun manner.

Course Details

	High School	South Central College
Course Title	Web For Business	COMP1140 - Web For Business
Credits	.5 high school credits	3 college credits
Description	This course will teach you how to create web pages using HTML and CSS. By the end of the course you will have a live resume website that you can use to help you find the job you want, no matter what career pathway you choose. The learning activities and project work emphasize time management, problem solving, and professional communications.	
Prerequisite:	None	
Format:	Online http://www.SocratesOnline.org/	
Weekly work time:	15-20 hours (approximate)	

Textbook

No textbooks are required for this course. However, if you are interested in purchasing a text this is recommended: *HTML and CSS: Design and Build Websites 1st Edition*, by Jon Duckett, John Wiley & Sons, ISBN 978-1118008188.

Required Software:

- **A text editor with text color-coding**
 - Windows, Mac, and Linux: [Atom Text editor](#).
 - Windows: [NotePad++](#)
 - Mac: [Text Wrangler](#)
- **Web Browsers**
 - [Google Chrome](#)
 - [FireFox](#)
- **GIMP** - The GNU Image Manipulation Program available from <http://www.gimp.org>. This is free, open-source software.
If you have access to PhotoShop you may use it as an alternative.
- **Register at <https://www.typing.com>** for the weekly keyboard challenges.
- **Students must have access to the web the entire course.**

Recommended Hardware:

A laptop - Windows or Macintosh. Most students prefer to use their own laptop while using the school computers to view labs and file specs. This allows you to set up and maintain your own programming environment.

At least one flash drive to store your work and class information. (Please back up your data on a regular basis!)

Course Goals

1. Create and publish information to the Web.
2. Utilize the web as an essential marketing tool.
3. Increase critical thinking skills and demonstrate effective problem-solving

Student Learning Outcomes

Utilize good file management skills to organize files and folders.

- Create new folders using a consistent file naming scheme.
- Move and copy files to different folders and/or to different devices.
- Demonstrate how the file path shows the computer where files are located in the file structure.

Communicate how a browser works with web pages using text and drawings.

- Draw a diagram showing how the web works.
- Explain what parsing is and how the browser uses parsing to convert HTML text and image files into a web page.
- Demonstrate how image files are handled separately from the HTML text files.

Use HTML commands to create a web page.

- Create a web page using the essential HTML commands common to every web page.
- Display the web page using a browser without being connected to the Internet.
- Incorporate effective commenting on a web page.
- Create a useful skeleton (template) to speed web page development.
- Establish a workflow for developing and viewing a web page.

Determine the correct list element to use on a page.

- Demonstrate how to display a bulleted list on a web page.
- Demonstrate how to display a lettered list on a web page.
- Utilize at least three special characters on a web page.
- Add a horizontal rule to a web page to increase readability and page organization.

Validate the HTML code used on a web page.

- Describe why standardization of HTML and CSS code is crucial.
- Utilize a validation tool to ensure HTML code meets the web standards.
- Justify situations when the HTML standards can be ignored.

Incorporate various HTML elements to make a page more interesting.

- Incorporate comments on each web page to assist in future code maintenance.
- Utilize at least three different heading elements on a web page.
- Point out the difference between an attribute, a tag, and an element.
- Use the div and span elements to customize blocks of text.

Incorporate images in a web page.

- Incorporate a thumbnail image that will display a larger image when clicked.
- Format images on a page so text wraps around the image.
- Discuss the ethics of using other people's images from the web.
- Describe what Creative Commons is and why it is useful for web development.

Utilize Cascading Style Sheets (CSS) to style web pages and images.

- Format images on a page so text wraps around the image.
- Demonstrate setting up divisions on the page using the <div> and elements.
- Determine when to use the id=" " attribute and the class=" " attribute when naming particular elements on the page.
- Create pages that are accessible to people with different types of disabilities
- Design web pages that will automatically adapt to different size screens including mobile devices.

Publish web pages out on the web using File Transfer Protocol (FTP).

- Organize web pages on a local computer as the source for a published web site.
- Publish a web page by making a copy of local files out on a web server.
- Demonstrate workflow including editing local files, displaying them in a browser, FTPing them out to a server to be published, and then viewing the page.

Select the best Search Engine Optimization (SEO) methods and web advertising to promote a web site.

- Decide on three techniques that can be incorporate in a web page to increase the SEO of the page.
- Determine two different ways a site can be marketed.
- Research and describe three different social media sites highlighting the demographics of each.

Display tabular data on a web page using HTML tables.

- Analyze when a table should be used vs using CSS.
- Use the HTML table elements to create a table with rows and columns.
- Use the <th> element to add headings as part of a table.
- Utilize CSS to style the table for a positive UX (User eXperience).

Incorporate multimedia to make a page more effective.

- Embed online videos on a web page.
- Add sound files to a web page.
- Add a Google map link to a web page to show a specific location.

Build a site using a CMS such as WordPress

- Create a web site using a CMS.
- Utilize your skills with CSS to change the look and feel of your CMS
- Draw a sketch showing how a CMS works, using a database to store content.
- Create a home page for your CMS other than having blog entries.
- Create a menu system for your CMS.

Expectations

1. **You are responsible for your own actions** (and inactions).
2. **Do the work.** It is expected that you have done all of the Learning Activities. Be smart and set up a regular study schedule as if you were attending a face-to-face class. The learning activities are presented in a progressive order. Complete them in order because they build on each other. (Please, do not try to complete this course by trying to learn everything in a single day or two.)
3. **Meet the deadlines.** Use an application such as Asana (<https://asana.com>) to remember what needs to be done and when.
4. **Understand that learning is moving out of your comfort zone.** Learning is about change and change means being willing to move into new areas you haven't explored before both emotionally and technically.
5. **Communicate as a professional.** In the professional world you are judged by your emails.
 - Always write using proper grammar and spelling. Use an app such as Grammarly (<https://www.grammarly.com>) is highly recommended.
 - Use paragraphs to make your writing more readable.
 - Format your content using headlines, bold text, and hyperlinks.
 - When sending emails, be smart and always include a copy of your code (as a zip file) as well as any screenshots or graphics that will clarify what you need.
6. **Stay connected.** Install the Slack app on your smartphone and monitor the communications especially in the #general channel.

Course Policies

Deadlines

Projects: Build on the bonus points by turning in projects early. There is also a 48-hour window (with a 20% penalty) after the due date. After that no projects are accepted.

Quizzes:

You have one week to take each graded quiz. Miss that huge window of opportunity and you have lost out on those points. There will be no makeup opportunities at the end of the semester.

Due to the time-relationship between the self-quizzes (as learning activities) and the graded-quizzes (as assessment activities) there will be no graded quizzes allowed after the established deadline.

Cheating

All graded projects must be your own work. Cheating or plagiarism is a serious breach of academic ethics and could lead to sanctions including expulsion from college. When taking tests, protect your answers from others. If cheating is discovered, all participants will be penalized. Don't be a victim. If someone asks for help on a graded project just say "no" or offer to help them using the learning activities that are not graded.

Special Needs

If you have a disability and need accommodations to participate in the course activities, please contact the academic support services person for your school. The materials in this course including videos, tutorials, and other learning tools have been written to be accessible to all students.

The Bottom Line

I am here to help you learn and understand the material presented in this course. Please let me know if you do not understand any concepts or projects in this class. Feel free to clarify any questions you may have during class, messaging me on Slack, or via email. I am also open to any suggestions you may have that would make this course more interesting and/or useful.



Your Instructor

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