

Designing and Developing Web Content

Winter 2011

Class Meeting Information

This course meets online from January 24, 2011 to March 6, 2011.

Instructor Information

Name: Kevin Hanegan

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Web site: UCI Distance Learning Center

Kevin Hanegan is the author of 4 programming books: *Building State-of-the-Art Web Pages*, *Custom CGI Scripting with Perl*, *Practical Guide to Curl*, and *Building Solutions with the DecisionSite Analytics Platform*. He has worked for a variety of software companies, universities, and corporate training centers as a course developer, trainer and consultant. He currently is the Director of Educational Services for TIBCO Spotfire.

Prerequisites

Excellent analytical skills; must enjoy using computers and have a knack for figuring things out on the computer. See enrollment confirmation for login information.

Course Description

People today rely on the web for many different kinds of information including bank statements, airline schedules, product information, and so much more. Consequently, it is important to present your web content in a clear, compelling, and meaningful manner so that your website visitors can find what they need quickly. This course shows you how to combine your web content with effective design principles to achieve page layouts that are appropriate for the type of content being presented and that ensure your website visitors have a positive experience. Students will have the opportunity to create several web pages and receive feedback from the instructor.

Course Objectives

- Understand the protocols and applications used to provide Web-based information systems.
- Author a theoretical and practical review of a Web technology topic.
- Present an overview of a Web development tool, language or system.
- Map and re-architect a Web site design.

Course Text or Online Resources

Web Style Guide: Basic Design Principles for Creating Web Sites

Author: Patrick J. Lynch and Sarah Horton

Publisher: Yale University Press

ISBN-10: 0300137370

ISBN-13: 978-0300137378

<http://yalepress.yale.edu/yupbooks/book.asp?isbn=9780300137378>

Course Outline

Introduction	1/24/2011
Topics	➤ Introductions
Assignments Due	No Assignment this week
Session 1	1/31/2011
Topics	➤ Website Evaluation ➤ What makes a good website
Assignments Due	Assignment 1 due on 2/6/2011
Session 2	2/07/2011
Topics	➤ Color Theory
Webinar	Monday 2/07/2011 7:00 – 8:00 PM PST
Assignments Due	Assignment 2 due on 2/13/2011
Session 3	2/14/2011
Topics	➤ Web Standards & Accessible Design ➤ Information Architecture
Assignments Due	Assignment 3 due on 2/20/2011
Session 4	2/21/2011
Topics	➤ Search Engine / Optimization ➤ Marketing Strategies
Assignments Due	Assignment 4 due on 2/27/2011
Session 5	2/28/2011
Topics	➤ Introduction to Project Management ➤ Types of Websites ➤ Architecture of a Website
Webinar	Monday 2/28/2011 7:00 – 8:00 PM PST
Assignments Due	Assignment 5 due on 3/06/2011

Evaluation and Grading

In this course, you will be evaluated in the following way:

Individual Assignments	80%
Participation in class discussions	20%
Total	100%

Unexcused late assignments are penalized 50% off. Assignments are spaced one week apart and are due on Sunday midnight PST. I realize things come up and people have other things to do, so if you are going to be late with an assignment, please email me before hand otherwise it will be considered unexcused.

Grading Scale

A = 90% – 100%
B = 80% – 89%
C = 70% – 79%
D = 60% – 69%

Types of Communication

In an online course, the majority of our communication takes place in the course forums. We also have 3 1.5 hour webinars scheduled where we can communicate synchronously. In addition, when we have a need for communication that is private, whether personal, interpersonal, or professional, we will use individual email.

Code of Conduct

All participants in the course are bound by the University of California Code of Conduct, found at <http://www.ucop.edu/ucophome/coordrev/ucpolicies/aos/uc100.html>.

Netiquette

In an online classroom, our primary means of communication is written. The written language has many advantages: more opportunity for reasoned thought, more ability to go in-depth, and more time to think through an issue before posting a comment. However, written communication also has certain disadvantages, such a lack of the face-to-face signaling that occurs through body language, intonation, pausing, facial expressions, and gestures. As a result, please be aware of the possibility of miscommunication and compose your comments in a positive, supportive, and constructive manner.

Course Policies

Expectations of students

I expect you to

- Participate actively, constructively, and politely in the course forum
- Submit all assignments by the time and date indicated
- Notify me as soon as possible if you have an emergency or need more time for an assignment (Late assignments will be granted within a time frame of up to one week / 7 days from receipt of notification.)

Expectations of the instructor

You can expect me to

- Review all the course content, materials, assignments, and forum prompts prior to the start of the class
- Post my syllabus to the class prior to start
- Post my welcome message prior to start
- Be online every day during the course
- Respond to individual email within 24 hours
- Give you individual feedback on your posted assignments within 48 hours of the due date
- Enjoy the experience!