Howdy!

SPRING 2024
COM 3720 :: WEBPAGE DESIGN & DEVELOPMENT
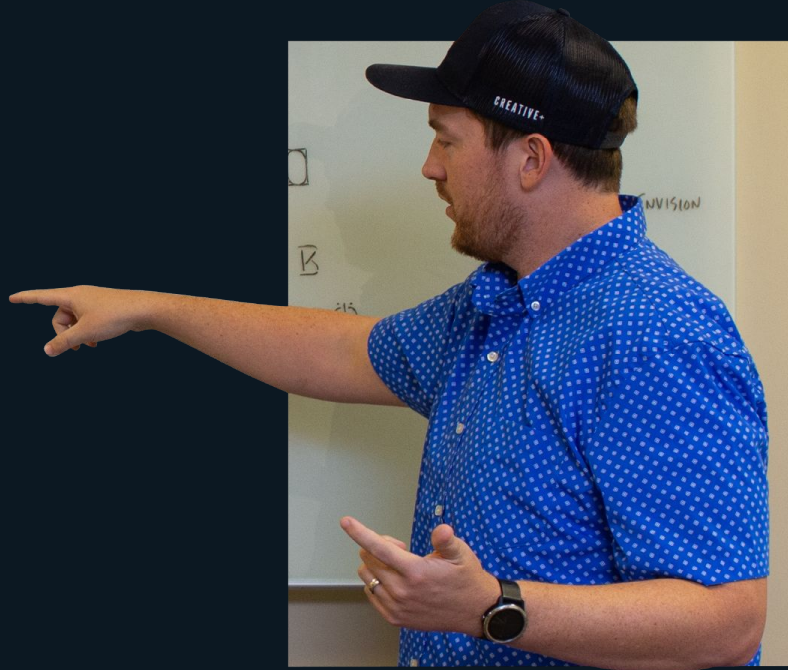Tue-Thu, 9:30 AM - 10:45 AM

I'm Benji,
aka Professor.

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Happy Syllabus Day

CIU | Columbia International University

COLLEGE OF ARTS & SCIENCES
COM 3720 : : WEBPAGE DESIGN & DEVELOPMENT

BENJI MITCHELL, INSTRUCTOR

SPRING 2024
Tue-Thu, 9:30 AM - 10:55 AM

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I. COURSE DESCRIPTION – What is this course about?
This course will introduce you to the overall process of web design & development, including all of the necessary tools and skills required to create a functional website and post content. Design aesthetics, content gathering, and client interactions will also be covered. Special attention will be given to the use of web design in ministry contexts.

II. COURSE OBJECTIVES – What will you learn in this course?
If you put in the work, you will:
A. Have a basic understanding of the principles of design in relation to websites;
B. Understand how to assess the quality of a website objectively;
C. Demonstrate the ability to use web design as a tool to communicate;
D. Have the tools and knowledge to build a fully functional website;
E. Understand the overall process of web design and development.

III. COURSE REQUIREMENTS – What will you be REQUIRED to do?
These requirements must be completed to pass the course.

A. Quizzes – Demonstrate understanding of terms & concepts (10%). There will be occasional quizzes this semester that allow you to demonstrate your understanding of the material discussed during class.

B. Assignments – Demonstrate skill in the subject (25%). You will demonstrate your ability to use the tools and processes discussed by successfully completing short assignments related to the subject matter.

C. Final Project – Build & Present a Complete Website (50%). You will build a complete website during the second half of the semester as a culmination of the skills and knowledge gained; and you will present your website to the class.

D. Final Exam – Demonstrate a comprehensive understanding of concepts (15%). You will demonstrate your understanding of the comprehensive nature of this field by successfully passing a final exam on the entire subject matter.

This course will introduce
you to the overall process of
web design & development.

By the end of the course, you should have the <u>tools and skills</u> necessary to build and launch a functional website.

subjects to be covered:

- Design principles
- Typography
- Content development & architecture
  (Personas for larger websites)
- Layout & wireframing
- Design/build
  (UI / UX)
- Technical set-up
- User testing & launch

terms:

- domain
- registrar
- host
- SEO
- UI
- UX
- HTML
- CSS

- content architecture
- static content
- dynamic content
- persona
- wireframe
- modular design
- mobile-first design
- mobile responsive

- CTA
- nav
- hero
- slider / carousel
- above the fold
- margin vs. padding
- block layout vs. flex
- fluid layout

grading:

Quizzes (10%) - Demonstrate understanding of terms & concepts.

grading:

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Assignments (25%) - Demonstrate skill in the subject.

grading:

Quizzes (10%) - Demonstrate understanding of terms & concepts.

Assignments (25%) - Demonstrate skill in the subject.

Final Project (50%) - Build & Present a Complete Website.
    (35% project, 15% presentation)

grading:

Quizzes (10%) - Demonstrate understanding of terms & concepts.

Assignments (25%) - Demonstrate skill in the subject.

Final Project (50%) - Build & Present a Complete Website.
    (35% project, 15% presentation)

Final Exam (15%) - Demonstrate a comprehensive understanding of concepts.

how to pass:

Show up to class.

how to pass:

Show up to class.

Pay attention.

how to pass:

Show up to class.

Pay attention.

Learn on your own (watch youtube how-to's).

how to pass:

Show up to class.

Pay attention.

Learn on your own (watch youtube how-to's).

Do the work.

how to fail:

Don't show up to class.

how to fail:

Don't show up to class.

Don't pay attention.

how to fail:

Don't show up to class.

Don't pay attention.

Don't learn on your own.

how to fail:

Don't show up to class.

Don't pay attention.

Don't learn on your own.

Don't do the work.

intro quiz

What is considered the birthday of the internet?

December 31, 1969

January 1, 1983

August 6, 1988

January 1, 2000

What is considered the birthday of the internet?

~~December 31, 1969~~

January 1, 1983

~~August 6, 1988~~

~~January 1, 2000~~

Which of these is not a web browser?

Chrome

Safari

Edge

Sierra

Which of these is not a web browser?

~~Chrome~~

~~Safari~~

~~Edge~~

Sierra

What does UI stand for?

User interface

User inputs

User interaction

User intelligence

What does UI stand for?

User interface

~~User inputs~~

~~User interaction~~

~~User intelligence~~

What does UX stand for?

User experiment

User crossing

User experience

Uninterupted xylophone

What does UX stand for?

~~User experiment~~

~~User crossing~~

User experience

~~Uninterupted xylophone~~

What does SEO stand for?

Search engine optimization

Site experience operation

Student evacuation operation

Student electronics opera

What does SEO stand for?

Search engine optimization

~~Site experience operation~~

~~Student evacuation operation~~

~~Student electronics opera~~

Which extension is <u>NOT</u> an image file type that can be used on web?

.jpg

.png

.svg

.pdf

Which extension is <u>NOT</u> an image file type that can be used on web?

~~.jpg~~

~~.png~~

~~.svg~~

.pdf

Which term is <u>NOT</u> related to the technical set-up of a website?

domain

registrar

host

taco

Which term is <u>NOT</u> related to the technical set-up of a website?

~~domain~~

~~registrar~~

~~host~~

taco

What does CTA stand for in relation to web design?

Cat tail analysis

Custom time analytics

Call to action

Checkout time abandoned

What does CTA stand for in relation to web design?

~~Cat tail analysis~~

~~Custom time analytics~~

Call to action

~~Checkout time abandoned~~

What does CSS stand for in web design?

Cascading style sheet

Custom service system

Complete style set

Color style save

What does CSS stand for in web design?

Cascading style sheet

~~Custom service system~~

~~Complete style set~~

~~Color style save~~

What year was the professor born?

1985

1988

1990

1993

What year was the professor born?

1985

1988

1990

1993

questions?

homework:

Have a good first week.

Benji