ITIS 168: DESIGNING WEB SITES

Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2023
Credits:	3
Total Contact Hours:	72
Lecture Hours :	45
Lab Hours:	27
Hours Arranged:	0
Outside of Class Hours:	90
Strongly Recommended:	ITIS 099; ENGL 101.
Transferable to CSU:	No
Transferable to UC:	No
Grading Method:	Standard Letter, Pass/No Pass

Catalog Course Description

An introduction to using Web design software to plan, create, and maintain a Web site. This course explores other popular web design software programs such as MS Expression Web and WordPress. Topics covered include: the program interface, using images, links, tables, forms, and style sheets. 45 lecture hours, 27 lab hours.

Course Objectives

- Demonstrate knowledge of Web design software such as MS Expressions Web or WordPress by building a business-oriented Web site using the targeted software.
- Identify the various components (i.e., forms, tables, etc.) of a Web page and create a business-oriented site utilizing these components.

Major Course Content

1. Web Site Fundamentals
    a. Planning, Designing, Developing
2. Expression Web's Interface
    a. Working with task panes
    b. Working with toolbars (menu, common)
    c. Accessing other toolbars
3. Building a Web Site
    a. Defining the site
    b. Color schemes and templates
4. Creating Links
    a. Relative vs. Absolute Links
    b. Linking within a site
    c. Using images as links
5. Working with Tables and Layers
    a. Creating and formatting a table
    b. Adding a layer
6. Working with Forms
    a. Form Objects
    b. Building and formatting forms
7. Working with Styles
    a. Style Sheets
    b. Creating and applying Class Selector Styles (CSS)
8. Page Layout with Frames
    a. Framesets and Frame Basics
9. Templates
    a. Defining Template Regions
    b. Creating Template-based pages
10. Publishing to a Web Server
    a. Defining a Remote Site
    b. Uploading Files to Remote Server

Lab Content

1. Create your Web Site Brand
    a. Define pillars/values
    b. Create mission statement
    c. Develop promise/vision
    d. Create elevator speech/pitch
2. Web Site plugins, install and configure
    a. Install/configure Jetpack
    b. Configure Events calendar
    c. Install/configure Yoast SEO
3. Themes and Review (draft and final Web Site)
    a. Review/edit blog posts
    b. Keywords are used appropriately
    c. Ensure images are used appropriately
4. HTML and Customizing CSS
    a. Use Jetpack to make changes to Web Site design
    b. Make before/after visual changes with CSS to Web Site

Suggested Reading Other Than Required Textbook

No other textbook is required.

Examples of Required Writing Assignments

1) Create a storyboard for an online business (i.e. sporting goods, pet supplies, etc.). Describe the intended target audience and the various Web pages you'll be adding to the site.
2) Explain why it is important to create a storyboard before building a Web site from scratch.

Examples of Outside Assignments

1) Create an initial page for your Web site that includes a graphic banner, navigation bar, and a contact person (email link).
2) Design a Web page using a table to layout the different components (i.e., graphics, text) on the page. Your table should have at least two columns and three rows.

Instruction Type(s)

Lab, Lecture, Online Education Lab, Online Education Lecture