



A POLYTECHNIC INSTITUTION

School of Business

Program: Associate Certificate in Web Technologies

Option:

MDIA 1205

Weaving the Web: Publishing on the Internet

Start Date:	Same as Term Start Date	End Date:	Same as Term End Date
Total Hours:	36	Total Weeks:	12
Hours/Week:	3	Lecture:	
		Lab:	
		Shop:	
		Seminar:	
		Other:	

Prerequisites

Course No.	Course Name
None	

5 is a Prerequisite for:

Course No.	Course Name
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All courses in the Associate Certificate Program; all courses in the Certificate Program

Course Description

MDIA 1205: Weaving the Web: Publishing on the Internet- Level I

This course will introduce students to the creation of Web pages using the Extensible Hypertext Markup Language (XHTML), the UTF-8 Character set, and the basics of Cascading Style Sheets. Students will learn to code Web pages both manually and with the assistance of the open-source XHTML editor KompoZer (available free at <http://kompozer.net>). Students will learn to analyze commercial websites in order to gain insight into the design and storyboarding of their own pages. The course will also deal with publishing, marketing, and maintaining an Internet or intranet site. This course is offered entirely on the Internet. Students must have access to the Internet, a personal e-mail account, and a PC Pentium/Dual Core or Macintosh PPC/Intel with 1 gb or more of RAM. Also required is an FTP Client for PC or Macintosh. Links to available FTP software will be provided from within the course documentation.

Prerequisite: Computer keyboard experience; Familiarity with the World Wide Web; Ability to download, install, and maintain the necessary software; Ability to use e-mail (including attachments).

NOTE: The courses MDIA 1205 and 1206 are identical except for the software. You elect only one of these courses for the Associate Certificate.

Special system, software, and textbook requirements: [KompoZer](#) and the browsers [Firefox](#), [Internet Explorer](#), [Safari](#), and [Google Chrome](#)

Evaluation

Assignment 1	10%	Comments: The assignments involve the development of a series of Web pages of graduated difficulty. Assignment 3 includes a series of website critiques and Assignment 4 includes the development of a storyboard for a site.
Assignment 2	10%	
Assignment 3	20%	
Assignment 4	20%	
Assignment 5	20%	
Assignment 6	20%	
TOTAL	<u>100%</u>	

Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

- describe the form and format of standard Web pages.
- analyze commercial Web pages in terms of design and quality and prepare a critique of design faults.
- employ XHTML (Extensible Hypertext Markup Language) to do simple coding manually.
- locate resources for help with XHTML coding.
- produce Web pages using the XHTML editor KompoZer.
- employ the UTF-8 character set.
- design effective and attractive Web pages.
- upload Web pages and images using an FTP client.
- create a storyboard for a series of Web pages using effective presentation and navigation.
- use text and hypertext and basic CSS in Web page construction.
- employ images and sound clips as multimedia elements in Web pages.
- construct tables in XHTML and be able to use the tabular features of XHTML for design purposes.
- describe how to publish, market, and maintain a website.
- apply animations and video clips designed by others to enhance Web pages.

Verification

I verify that the content of this course outline is current.

Bonnie Smith
Authoring Instructor

March 15, 2011
Date

I verify that this course outline has been reviewed.

Program Head/Chief Instructor

Date

I verify that this course outline complies with BCIT policy.

Dean/Associate Dean

Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

Instructor(s)

Office Location: Off Campus Office Phone:
Office Hrs.: By Appointment E-mail Address: bsmith68@mybcit.ca

Learning Resources

Required:

Special system, software, and textbook requirements: [KompoZer](#) and the browsers [Firefox](#), [Internet Explorer](#) (PC only), [Safari](#), and [Google Chrome](#)

Also required is an FTP Client for PC or Macintosh. Links to available software will be provided from within the course documentation.

Note 2: Students may also wish to purchase an online validator to check their syntax. Links to available software will be provided from within the course documentation

Recommended:

See the notes for other utilities (largely freeware).

Information for Students

The following statements are in accordance with the BCIT Student Regulations Policy 5002. To review the full policy, please refer to: <http://www.bcit.ca/~presoff/5002.pdf>.

Attendance/Illness:

In case of illness or other unavoidable cause of absence, the student must communicate as soon as possible with his/her instructor or Program Head or Chief Instructor, indicating the reason for the absence. Prolonged illness of three or more consecutive days must have a BCIT medical certificate sent to the department. Excessive absence may result in failure or immediate withdrawal from the course or program.

Academic Misconduct:

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances are prohibited and will be handled in accordance with the 'Violations of Standards of Conduct' section of Policy 5002.

Attempts:

Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from their respective program.

Accommodation:

Any student who may require accommodation from BCIT because of a physical or mental disability should refer to BCIT's Policy on Accommodation for Students with Disabilities (Policy #4501), and contact BCIT's Disability Resource Centre (SW1-2300, 604-451-6963) at the earliest possible time. Requests for accommodation must be made to the Disability Resource Centre, and should not be made to a course instructor or Program area.

Any student who needs special assistance in the event of a medical emergency or building evacuation (either because of a disability or for any other reason) should also promptly inform their course instructor(s) and the Disability Resource Centre of their personal circumstances.

Schedule

Please note the variation in days of the week that assignments are due.

(There may be deductions for late assignments.)

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
1	Introduction to the Internet and XHTML	Unit 1		
2	This assignment is to be hand-coded.		Assign 1	See Assignment Due Dates within Course
3	Introducing KompoZer	Unit 2a and 2b		
4	This assignment is authored using KompoZer and includes lists, an internal style sheet and basic CSS.		Assign 2	See Assignment Due Dates within Course
5	Working with Code, Files, Sites, Hyperlinks and Anchors. Beginning to think about Design.	Unit 3a and 3b		
6	This assignment uses your new learnings and also requires a written evaluation of the websites of others.		Assign 3	See Assignment Due Dates within Course
7	Working with Images, Elements of Web Design, and Storyboarding Your Website	Unit 4a and 4b		
8	This assignment includes the core page of a new website on a subject of individual choice and a Storyboard for the site. An external style sheet is required.		Assign 4	See Assignment Due Dates within Course
9	Using Tables and Hybrid Layouts	Unit 5a, 5b, and 5c		
10	This assignment solidifies the template for your new website.		Assign 5	See Assignment Due Dates

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
				within Course
11	Working with Animations, Sounds, Movies, and Administering Your Website	Unit 6		
12	This assignment requires the submission of the entire website developed in Assignments 4, 5, and 6. The external style sheet which must be submitted as well controls the basic styles for the entire site.		Assign 6	See Assignment Due Dates within Course