South Central College

COMP1140 Web For Business

Common Course Outline

Course Information

Description: This course approaches developing web pages from a business point of view. It covers HTML5 and CSS3 markup languages used to create web pages. The course is intended for people wanting to learn how to create and publish web pages. No previous experience with HTML or programming is required.

Prerequisite: None.

Career Cluster: Arts, Communications, & Information Systems

Instructional Level: Associate Degree

Total Credits: 3.00

Total Hours: 48.00

Types of Instruction

Instruction Type: Lecture

Credits/Hours: 3

Pre/Corequisites

Prerequisite: None

Institutional Core Competencies

1. Civic knowledge and engagement- local and global: Students will understand the richness and challenge of local and world cultures and the effects of globalization, and will develop the skills and attitudes to function as "global citizens."

2. Critical and creative thinking: Students will develop the disposition and skills to strategize, gather, organize, create, refine, analyze, and evaluate the credibility of relevant information and ideas.

3. Written and oral communication: Students will communicate effectively in a range of social, academic, and professional contexts using a variety of means, including written, oral, numeric/quantitative, graphic, and visual modes of communication.

Course Competencies

1. Utilize good file management skills to organize files and folders.

   Learning Objectives
   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.

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

   Learning Objectives
   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.

3 Use HTML commands to create a web page.

Learning Objectives
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 working system for developing and viewing a web page.

4 Determine the correct list element to use on a page.

Learning Objectives
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.

5 Validate the HTML code used on a web page.

Learning Objectives
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.

6 Incorporate various HTML elements to make a page more interesting.

Learning Objectives
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.

7 Incorporate images in a web page.

Learning Objectives
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.

8 Utilize Cascading Style Sheets (CSS) to make it more unique.

Learning Objectives
Add CSS to format standard HTML elements.
Utilize CSS to create a web page with two or three columns.
Add background images to pages and buttons.
Use CSS and unordered lists to create a menu system.

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

Learning Objectives
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, and FTPing them out to a server to be published.

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

Learning Objectives
Show three features of Google Analytics that will help you track the effectiveness of 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.

11 Promote a product, service, or idea using social media.

Learning Objectives
12  **Display tabular data on a web page using HTML tables.**

   **Learning Objectives**
   - 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 greater readability.

13  **Incorporate multimedia to make a page more effective.**

   **Learning Objectives**
   - 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.

**SCC Accessibility Statement**

If you have a disability and need accommodations to participate in the course activities, please contact your instructor as soon as possible. This information will be made available in an alternative format, such as Braille, large print, or cassette tape, upon request. If you wish to contact the college ADA Coordinator, call that office at 507-389-7222.

Disabilities page [http://southcentral.edu/academic-policies/disability-rights.html](http://southcentral.edu/academic-policies/disability-rights.html)