

## CIS 211 Website Plan & Design

**Course Description:** This course provides the learner with an in-depth study of the planning and design methods that are utilized in webpage creation.

### Course Objectives:

- ⇒ To understand the foundation criteria for web design.
- ⇒ To gather, analyze, and select information for webpage creation.
- ⇒ To apply graphic design concepts to develop organized, attractive websites.
- ⇒ To demonstrate the ability to interpret and synthesize information resulting in problem solutions
- ⇒ To understand the roles of people relating to web pages
- ⇒ Develop a plan, manual and documentation to use as a “blueprint” for creating websites.

**Instructor:** Ms. Diane R Keller  
**Office:** Thatcher 211  
**Office Hours:** T, TH 1:00pm-2:00pm  
**Phone:** 701-228-5453  
**Email:** diane.keller@dakotacollege.edu

**Lecture/Lab Schedule:** MWF 11:00-11:50 Thatcher Hall 214/IVN

**Textbook(s):** *WebDesign the Express Line to Learning*, by S. Jenkins, ISBN: 978-0-470-09628-4  
USB Drive

**Course Requirements:** Instruction procedures include lecture, class discussion and research assignments, quizzes and tests

### Grading Methods

Grades will be determined from points accumulated.  
Objective Tests  
Quizzes  
Research Assignments  
Final research project

### Grading Scale

A = 90%  
B = 80%  
C = 70%  
D = 60%  
F=59% ↓

Grades will be calculated by dividing total points earned by total points available from assigned work.

### Tentative Course Outline:

- ⇒ **Determining the site's purpose**
  - Gathering information
  - Developing a purpose statement
  - Constructing an image for the site
  - Determining site content requirements
- ⇒ **Defining Your Audience**
  - Understanding market research
  - Describing the ideal site visitor
- ⇒ **Pulling Together the Content**
  - Wireframes
  - Gathering all the written content
  - Obtaining Images
  - Site content and site map



- ⇒ **Registering a Domain and Getting a Hosting Plan**
  - Domain name generator
  - Hosting plans
  - Custom placeholder pages
- ⇒ **Defining the Site's Look and Feel**
  - Target audience data
  - Basic layout and design decisions
  - Navigation scheme
  - Design's look and feel
- ⇒ **Mocking up the Design**
  - Value of a Mockup
  - Creating the Mockup
  - Designing additional web site graphics
- ⇒ **Optimizing Graphics Discussion Groups and UseNet newsgroups**
- ⇒ **Search Engine Optimization Techniques**
- ⇒ **Accessibility Standards**
- ⇒ **Taking the Site to the Web**

### Relationship to Campus Theme:

- ⇒ The course focuses on knowledge and application of technology

### Classroom Policies:

- ⇒ Students are required to complete all class activities.
- ⇒ Attendance is required. Quizzes and tests cannot be made-up. Exceptions may apply when students are excused because of a school function or if an emergency arises. Arrangements must be made with the instructor prior to class time. Excused absences will be handled on an individual basis.
- ⇒ Assignments are due at the designated time, even if you will be or were absent. Late work will not be accepted.
- ⇒ Bring your textbooks, and writing tools each day to class. It is recommended that each student have a pocket folder in which to keep assignments.
- ⇒ Bring a positive, cooperative attitude to class each day.
- ⇒ Using the computer for gaming, chatting or activities other than the program required for class is prohibited. People who do so may be asked to leave the classroom.
- ⇒ Turn off cell phones and other electronic devices as they are distracting to everyone in the room.

### Academic Integrity:

Students are responsible for submitting their own work. Students who cooperate on oral or written examinations or work without authorization share the responsibility for violation of academic principles and the students are subject to disciplinary action even when one of the students is not enrolled in the course where the violation occurred. (DCB Student handbook p.19)

- ⇒ Students will receive no credit for work that fails to meet standards of academic integrity.
- ⇒ If a person participates in academic dishonesty more than once, the result will be an F for the course.

**Disabilities and Special Needs:** If you have a disability for which you need accommodation, contact me within the first week of the semester. Learning Center disability support services are available also: phone 701-228-5477 or toll-free 1-888-918-5623.

