

**Course Title: WEB 101 Web Design I**

**Course Leader: Sean Maher**

**Expected Learning Outcomes for Course**

1. Students will be able to write valid and accessible HTML.
2. Students will create images optimized for the web.
3. Students will be able to write valid and accessible CSS.
4. Students will create and implement multimedia solutions.
5. Students will learn, implement and demonstrate principals of interactivity.
6. Students will be able to plan in implement handicap accessibility and 508 compliance on websites.
7. Students will be able to analyze and select tools appropriate for a specific solution.
8. Compare, contrast and select appropriate technology to enhance personal and professional tasks
9. Critically evaluate data through technology resources
10. Process and communicate information through technology resources
11. Evaluate and employ safe computing practices

**Assessment**

(How do students demonstrate achievement of these outcomes?)

1. Students produce a final project that is a 6 page website graded by a common rubric. Each page of the site must be less than 100 kilobytes. Every page must validate. Students must use HTML, Photoshop, CSS, and multimedia solutions. Students must also make the site handicap accessible and interactive. (1,2,3,4,5,6)
2. Students write reviews of technologies they find on-line. This includes tutorials, reviews and the technology themselves. In these reviews students must demonstrate that they can evaluate the usefulness, niche and purpose of the technologies and communicate those ideas clearly to the rest of the class. (7,8,9,10)
3. Students take a quiz on computer safety (11)

**Validation**

(What methods are used to validate your assessment?)

1. All web pages students create are run through the W3C validator to check for errors in their HTML. This software can be found at <http://validator.w3.org/>. The final project is graded according to a rubric. This project is also discussed before the Web and Graphic Design Advisory Committee Portfolio Review. Projects are also critiqued by other students in class and given the opportunity to fix errors before final submission.
2. The safety quiz was developed in conjunction with other professors and comes from research in the area of cyber security.

**Results**

(What does the data show?)

#### Course Outcomes Guide #4

1. The majority of students receive a B or higher for the final project. A small minority (less than 6%) are receiving a C or lower.

#### **Follow-up**

(How have you used the data to improve student learning?)

1. New standards have been adopted in the web design industry. These technologies need to be added to WEB 101. A new book, *Web Development and Design Foundations with XHTML, 5<sup>th</sup> Edition*, will be implemented for Fall 2013.

#### **Budget Justification**

(What resources are necessary to improve student learning?)

1. Students require a classroom lab with computers running the Adobe Creative Suite. Students who cannot afford this software (minimum of \$377 as of Fall 2012) should continue to be given access to an open lab. WEB 101 students should also have access to a tutor outside of class. Previous tutors have quit because they were the only tutor: I recommend we have one tutor per WEB 101 offering which is usually three a semester.