

Course Outcomes Guide (COG)

Course Title: WEB-220 Intro to Content Management **Date:** May 2019

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Expected Learning Outcomes

1. Students will demonstrate technical proficiency in **HTML** by creating code that validates, correctly incorporates all necessary code, follows semantic design and universal accessibility principles, is SEO friendly and is handicap accessible and 508 compliant.
2. Students will show technical proficiency in **CSS** by creating code that validate and meets project requirements.
3. Students will show technical proficiency in **JavaScript** by creating interactive webpages that generate no errors and accomplish project goals.
4. Students will show technical proficiency in **PHP** by creating server-side scripts that generate no errors and accomplish project goals.
5. Students will show technical proficiency in **SQL** by creating databases that adhere to the normal forms and meet the needs of server-side scripting website goals.

Students will demonstrate technical proficiency in **content management systems** by installing, creating, customizing and maintaining open-source CMS solutions.

Assessment (How do or will students demonstrate achievement of each outcome? Please attach a copy of your assessment electronically.)

Students are assessed 3 times; once for each project they complete. The rubric awards points based on completion of outcomes. (CMS-Project1-Blog.docx, CMS-Project2-ServiceLearning.docx, CMS-Project6-Portfolio.docx)

Validation

(What methods are used to validate your assessment?)

- Physical evidence of completed exercises and design projects
- Many of these projects are included in final student portfolios
- The final portfolio is completed in this course and students must present it at the portfolio review

Results

(What does the data show?)

On a scale of 1-5, All Outcomes Averaged 4.

Layout 4.67

HTML 4

CSS 4

Creativity 4.3

Communication 4

PHP/MYSQL 3
Problem Solving 4
Portfolio 4
Presentation 4
WordPress 4

- Students complete design projects that vary in quality and skill level
- Student are improving in communication verbal skills and presenting their work to their peers
- Students explore design possibilities sufficiently to come up with solutions that show a good deal of thought and experimentation
- Student explore website and conversion optimization through online applications like GTMetrix, web.dev, and Pingdom.com
- Students use Search Optimization Tools and techniques to build websites that are easy to find through image, speed , and content optimization.

We have instituted a “portfolio review” which has been used to “close the loop” for the GDT (WEB and SDE) programs. Students have created projects that have been included in their portfolios in this course, GDT-246. The portfolios are presented at a portfolio review. The GDT (and SDE and WEB) program is evaluated as a whole in this process.

Follow-up

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

Based on feedback from the portfolio reviews of the past, we have increased the time for each review, and assigned each student to a reviewer ahead of time.

In addition, the class will focus more on end to end Web Design Planning, project management, and web applications development using WordPress.

We will also look for opportunities for students in this course to work with real clients, so that student can develop soft and hard skills crucial to the web development business.

The course will also deepen students’ knowledge of setting up SQL database systems

Budget Justification

(What resources are necessary to improve student learning?)