



COURSE SYLLABUS

WEB DESIGN

(IT967E - ECTS 5)

The mission of ZSEM is to transfer values, knowledge, and skills that students need for long-term success in a globalized business world undergoing constant technological and market transformations

LECTURER

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Consultation hours: by appointment

COURSE HOURS

Lectures	9 hours
Computer practice	33 hours
Project presentations	3 hours
TOTAL	45 hours

COURSE DESCRIPTION

All students are obligated to carefully read all information in this document!

This course will cover basics of Web Design: HTML5 and CSS3 and is intended for use in a beginning web design or web development as well as how to use Wordpress CMS (Content Management System) to build web site.

The course covers the basic concepts that web designers need to develop their skills:

- Introductory Internet and Web concepts
- Creating web pages with HTML5
- Configuring text, color, and page layout with Cascading Style Sheets
- Configuring images and multimedia on web pages
- Creating Web site using Wordpress CMS

- Web design best practices
- Accessibility, usability, and search engine optimization considerations and publishing site on Internet

COURSE STRUCTURE

Course is consisted of practical work complemented with lectures. Focus will be on computer practice classes where students will be developing their web site idea. Students are free to choose to develop any idea for their web site.

GENERAL AND SPECIFIC OBJECTIVES OF COURSE

- Teach students to understand technological concepts of World Wide Web and Web 2.0 applications
- Teach students to use different programs and tools for creation of their web project idea
- Teach students to use and integrate multimedia in their web project
- Teach students best web practices through different cases
- Teach student to prepare their project idea for business and web environment
- Prepare students continuous adaptation of new web technologies in their business environment

	<u>General Course Goals</u>	<u>Specific Course Goals</u>
1.	Student will gain knowledge in area of web languages and their usage.	Students will have opportunity to learn how to use HTML5 and CSS3 for creating their web project idea. Students will have opportunity to learn how to integrate different multimedia in their web project idea. Student are free to use other tools and skills than those learned in class to start more complex web site of their choice if they choose so.
2.	Students will have opportunity to communicate and present their understanding of course cases and practical lab questions. Students will present their project to the class in written and verbal form.	Student will gain necessary knowledge of present leading web trends during class discussions. Students will present their projects on the end of the class but also in communication with other students in class and through online discussions students will have opportunity to advance their project but also to participate in advancement of other students' idea and projects. Students could also help others in online forum or in class and therefore gain additional points.
3.	Students will understand happenings in global environment relating to relevant Web development topics.	It is essential that students understand constant advancements of technological platforms and services on which web design is based. They will participate in online discussions regarding topics in modern usage of web applications in today's globalized world. Goal is to teach students to continually upgrade their own perception of web environment accordingly to the modern trends at the market.

OVERVIEW OF THE MAIN LECTURE TOPICS

Week 1	Intro to Course	Lectures/Practical work on computer
Week 2	Internet & Web Basics	Lectures /Practical work on computer
Week 3	Basic HTML tags, Hyperlinks, Tables	Lectures /Practical work on computer
Week 4	Cascading Style Sheet Basics	Practical work on computer
Week 5	HTML Image & Multimedia Basics	Practical work on computer
Week 6	HTML page structuring (div, class, id)	Practical work on computer
Week 7	CSS Page Layout Basics	Practical work on computer
Week 8	HTML Forms	Practical work on computer
Week 9	Wordpress basics and SEO (Search Engine Optimization)	Practical work on computer
Week 10	Wordpress templates	Practical work on computer
Week 11	Wordpress custom post types	Practical work on computer
Week 12	Wordpress template development	Practical work on computer
Week 13	Wordpress template development	Practical work on computer
Week 14	Wordpress template development	Practical work on computer
Week 15	Project presentations	

GRADING SYSTEM

Evaluation of the course Web design consists of several components – student activity at class during practical work, participation in case study, work on individual project and work on project home assignments. We suggest that students regularly attend classes and are active in the execution of their student obligations to pass this course.

Grade is formed in following way:

Class activity		20%
Project	Project	40%
	Project/class diary	20%
Assignments		20%

Additional points can be get in the following way:

Working/starting more complex web project	5%
Helping others in class	5%

Additional points are not part of the compulsory elements and they are added to the total percentage.

%	Grade
< 60	Insufficient (1)
61 – 70	Sufficient (2)
71 – 80	Good (3)
81 – 90	Very Good (4)
≥ 91	Excellent (5)

Important dates:

- **Individual Project deadline: will be posted on Loomen**

All students should be aware that plagiarism, or any other kind of academic dishonesty, is a serious offense and can result in penalties, including failure in the course. **All project work in this course must be your own**, and dishonesty of any kind will not be tolerated. This is true for material you may take from the Internet; it is fine to gather information from various sources, including the Internet, but you should not take other people's work and claim that they are your own. If you borrow something from a website or a book, you should cite that borrowing in a clear manner. Same goes for pieces of code you might use from someone else and adopt that to your project – this is allowed but you must define source and explain in what way you have adopted it to your project.

Unless prior arrangements are made, no late work will be accepted. Please prepare and submit enough in advance so that you will not encounter technical difficulties that will result in your work not being accepted.

Project are to be done on an individual basis and project presentations are also individual - you will present your project only in front of professor.

GRADE ELEMENTS

<p>STUDENT ACTIVITY</p>	<p>Students are expected to participate actively in class and therefore not only the presence of students is about to be recorded. Please try to follow, raise your hand and give answer to professors' questions. Your participation in class can turn your grade significantly.</p> <p>Mark down in Diary (explained latter) everything that we are doing in class so you can have easy time remembering and doing assignment after at home.</p> <p>Online tutorials will be provided for practical part but still your notes can help you extract relevant more information from that content.</p>	<p>Since this class doesn't have oral or written exam your participation in class is essential. Individual student work on computers will be monitored systematically every class. Teacher or assistant will check whether you are following what is being done in the class. Try to engage in each discussion or any other activity that will take place in classroom. For each form of participation students will be assessed at the end of course with total of 20% of grade.</p> <p>In case you were just occasionally paying attention during class and almost never participating in answering teachers' questions you cannot expect to get more than grade good (3) from this course even if your project is best possible.</p> <p>Unacceptable student behavior: talking during class, surfing web will be penalized with negative points. Using mobile phones in class is forbidden.</p> <p>IF YOU ARE LATE DO NOT ENTER CLASSROOM, PLEASE WAIT FOR FIRST BREAK THEN JOIN US IN THE NEXT CLASS.</p> <p>Eating and drinking in computer room is forbidden. Also leaving garbage behind computers is strictly forbidden.</p> <p>You will get -1% from activity each time this happen on your behalf.</p>
<p>PROJECT</p>	<p>Projects are individual. Students will choose practical web project of their choice (web site for their family business for example) and they will work on that project throughout whole course.</p> <p>With each assignment done you are building your project. Final version of your project will be</p> <p>Final project presentation do not require any PowerPoint presentations or project documentation. You will just present in front of teacher what you have done during semester and teacher will ask you to demonstrate how you did specific parts of the project. So project presentation will also be practical exam where</p>	<p>Final date for submission of project files will be will be posted on Loomen. Projects will be presented individually in front of professor and assistant in weeks 14 and week 15.</p>

	you'll have to proof that you have really done your project yourself. Please don't copy any content from the web or from others.	
CLASS ACTIVITY, DIARY AND ASSIGNMENTS	<p>Students are required to regularly attend classes. Please come regularly and that way you will also gain all needed knowledge for creating your project. For just one missed class you can significantly fall behind because we will do a lot of practical work on computers all the time.</p> <p>Diary is document that you will regularly update each class and submit in the special assignment on the end of the class as a proof that you have actively participated in the class.</p> <p>Assignments will be given after every lecture. You will have whole week to do assignment. Each assignment is part of your project. When you do all assignments - you will have your project finished. Assignments have to be submitted before deadline and only through Loomen. It's forbidden to send assignments in email to professor. You will still have to do work of all assignments that you have missed for your final project.</p> <p>You will have to compensate for missing knowledge from missed classes by following video tutorials that will be posted in assignments.</p>	Students which misses more than 3 classes without justified excuse cannot pass this course.
ADDITIONAL POINTS:		
Working/starting complex web project	If students chooses to create project of larger complexity than it's required by the course.	You will get 5% on your grade if professor decides that your project falls in this category.
Helping others in classroom	If student is actively participating in helping others to overcome problems with specific issues during their project realization.	If you are frequently helping other students around you, you will get extra 5% on your final grade.

- By ZSEM statute students are obliged to regularly attend all activities. This is regularly evidenced. **In case you miss more than 25% of activities all together (lectures, lab work etc.) you cannot pass this course.** Only legitimate excuses are acknowledged like conformation of sickness from your doctor.

REQUIRED AND OPTIONAL SOFTWARE

ALL SOFTWARE WILL BE PROVIDED IN CLASSROOM BUT YOU WILL ALSO HAVE TO INSTALL IT ON YOUR HOME COMPUTERS

- Latest version of any web browser

- [Notepad++](#) editor, [Sublime editor](#) or any similar code editor. There is a lot of [similar alternative software for Mac](#).

LITERATURE

Basic literature

- Basics of Web Design: HTML5 & CSS3, Terry Felke-Morris, *Harper College*, Addison-Wesley
- Learn [HTML5](#) and [CSS3](#) with w3schools.
- [Wordpress video tutorials](#)

Additional literature:

- Other resources on the Web

I M P O R T A N T

Loomen is basic part of education on ZSEM. Using Loomen **DAILY** is obligatory for all students and professors. All students are obligated to regularly check all announcements on Loomen (Calendar, Forum, Assignments etc.)