

Meets in S-214, Tuesday & Thursday 6:00 - 10:00 PM Lecturer Orit Hirsh ohirsh@kingsborough.edu
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This course gives you the opportunity to gain experience in designing, creating, reviewing and revising medium-sized web sites; making informed technical and design choices. This course designed to help you develop both hands-on skills in designing and creating web sites, and to develop refined strategies for web site design and content creation.

Required texts for the class:

Adobe Dreamweaver CS4 HOW-TOs 100 Essential Techniques by David Karlins ISBN-13:978-0-321-56289-0
Adobe Flash CS4 Professional HOW-TOs 100 Essential Techniques by David Karlins ISBN-978-0-321-58004-7

Date:		Topic:	Assignments
WEEK 1 6/16	<p>Web Basic</p> <p>Usability for the web through the design process.</p> <p>Aesthetics in digital media</p> <p>Writing for the web Global Structure of HTML Documents The elements that Make up the document head Importance of good design and navigation</p> <p>HTML and Dreamweaver overview</p> <p>Page Properties</p>	<p>A Brief History of the Internet Web terminology and technology</p> <div style="border: 1px solid black; padding: 5px;"> <p>Planning and Designing Effective Web Sites</p> <ul style="list-style-type: none"> • Target Audience, define the audience • The goals of your layout and defining the goal • Storyboarding your web presentation • Web Layout • Writing to communicate • Writing for Search Engines • How writing for the web differs from writing for print </div> <p>Using Tables for page Layout</p> <ul style="list-style-type: none"> • Adding Basic Content • Linking Pages and Sites • Using named anchors 	<p>Read and review <i>Glossary of Internet & Web Jargon</i> http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/Glossary.html</p>
WEEK 2 6/18	<p>Using Graphics and Rich Media</p>	<p>Creating Templates and Using Custom Templates</p> <p>Image Map Slicing and Rollovers Creating Background Designing a website using Photoshop (Site Mockup) Using Graphics and Rich Media or Interactive Multimedia Importing External content</p>	<p>pg. 45 and pg. 128</p>

6/23	Partitioning interfaces using frames	Understand frames and framesets <ul style="list-style-type: none"> • Create a frameset 	
WEEK 3 6/25	Partitioning interfaces using frames	Edit and format frame content <ul style="list-style-type: none"> • Link Frames 	Create a four pages frameset
6/30	Behaviors	Swap image Browser Pop-Up Navigation Drop-down menus Adding Interactivity with Spry	pg. 188
WEEK 4 7/2	Behaviors	Layers Show-Hide Layers Interactivity with Behaviors	Pg. 225
7/7	HTML Forms	Understand forms and forms objects <ul style="list-style-type: none"> • Insert a form on a page Format a frame using the property Inspector • Text form field • Radio button group • Check box • Submit and Reset button • Creating Jump Menus pg. 166. 	Take Home Exam 1
WEEK 5 7/9	Flash	Introduction and Movie properties	
7/14	Flash	Basic Animation Motion tween, motion guide and mask layer	
WEEK 6 7/16	Flash	Text effects Static and Active Text	
7/21	Flash	Create Button Define Four Button States Sound effect Action Script Flash Web pages	
WEEK 7 7/23	LAST MEETING PRESENTATIONS		
7/28	FINAL EXAM		