Course Outline

COURSE: ESL 708  DIVISION: 90  ALSO LISTED AS: 

TERM EFFECTIVE: Spring 2018  CURRICULUM APPROVAL DATE: 09/26/2016

SHORT TITLE: NC WEBSITE DESIGN BASICS

LONG TITLE: NC Website Design Basics for ESL Students

<table>
<thead>
<tr>
<th>Units</th>
<th>Number of Weeks</th>
<th>Contact Hours/Week</th>
<th>Total Contact Hours</th>
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</thead>
<tbody>
<tr>
<td>0</td>
<td>9</td>
<td>Lecture: 1</td>
<td>Lecture: 9</td>
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<td></td>
<td></td>
<td>Lab: 0</td>
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<td></td>
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<td>Other: 0</td>
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<td>Total: 1</td>
<td>Total: 9</td>
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COURSE DESCRIPTION:

This course provides students with a basic introduction to website design, from planning page layouts to publishing a complete site to the web. Students will learn how to use a theme-based builder to create their own personal or business website. ADVISORY: ESL 786 or ESL Assessment Recommendation, and ESL 706

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: N - Non Credit

GRADING MODES

N - Non Credit

REPEATABILITY: R - Course may be repeated
Maximum of 99 times

SCHEDULE TYPES:

02 - Lecture and/or discussion

STUDENT LEARNING OUTCOMES:

1. Design a personal website with multiple pages.
Measure of assessment: Homework, exercises, projects.
Year assessed, or planned year of assessment: 2018

2/26/2018
Semester: Summer
2. Utilize a designated WYSIWYG web editor to create and manipulate content on a personal or business website.
Measure of assessment: Homework, exercises, projects.
Year assessed, or planned year of assessment: 2018

Semester: Summer
3. Create web pages utilizing a variety of fonts and images.
Measure of assessment: Homework, exercises, projects.
Year assessed, or planned year of assessment: 2018

Semester: Summer
Institution Outcome Map: 5. Aesthetic Responsiveness, 7. Content Specific
4. Publish a self-designed website for it to be viewed by others.
Measure of assessment: Final project.
Year assessed, or planned year of assessment: 2018

Semester: Summer
Institution Outcome Map: 3. Information Competency, 7. Content Specific

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS
Curriculum Approval Date: 09/26/2016

1 Hour
Content: Review course syllabus, lab requirements and rules; What is a website? What do you get for free?; Business Name v. Domain Name; Building a website with code, WYSIWYG web editors, and theme based website builders.
Student Performance Objectives: Develop a Business Name, Domain Name, and goal for a website.
Out-of-Class Assignment: Brainstorm further Business Names, Domain Names, and goals for a website.

1 Hour
Content: Introduction to a theme-based website builder, the editor, and page layouts; add and format text; add and resize an image or logo.
Student Performance Objectives: Choose a responsive theme and create the main web page.
Out-of-Class Assignment: Add to the website design and further develop the main page.

1 Hour
Content: Navigate in the editor; explore page layouts.
Student Performance Objectives: Navigate in the editor and create more pages.
Out-of-Class Assignment: Develop website.

1 Hour
Content: Introduce forms and viewing modes; switch and manage themes.
Student Performance Objectives: Use different forms and change themes.
Out-of-Class Assignment: Develop website.

1 Hour
Content: Introduce apps and widgets; how to make money with your website; how to build a store.
Student Performance Objectives: Add an app or widget to a website and build a store.
Out-of-Class Assignment: Develop website and view online video on “Building an Online Store”.

1 Hour
Content: Test and publish and unpublish a website.
Student Performance Objectives: Test and publish a website.
Out-of-Class Assignment: Develop website.
Content: Explore the site dashboard; introduce search engine optimization (SEO).
Student Performance Objectives: Use the dashboard to collect site information and statistics.
Out-of-Class Assignment: Develop website.
1 Hour
Content: Being social by blogging and connecting to social media sites; introduction to Advanced Options.
Student Performance Objectives: Start a blog.
Out-of-Class Assignment: Develop a blog and send emails to customers.
1 Hour
Content: Demonstrate final website.
Student Performance Objectives: Demonstrate final website.

METHODS OF INSTRUCTION:
Lecture and application; use of computers, computer tutorials and video.

METHODS OF EVALUATION:
Skill demonstrations
Percent of total grade: 80.00 %
Class performances.
Other methods of evaluation
Percent of total grade: 20.00 %
Final project.

REPRESENTATIVE TEXTBOOKS:
n/a

ARTICULATION and CERTIFICATE INFORMATION
Associate Degree:
CSU GE:
IGETC:
CSU TRANSFER:
   Not Transferable
UC TRANSFER:
   Not Transferable

SUPPLEMENTAL DATA:
Basic Skills: B
Classification: K
Noncredit Category: A
Cooperative Education:
Program Status: 1 Program Applicable
Special Class Status: N
CAN:
CAN Sequence:
CSU Crosswalk Course Department:
CSU Crosswalk Course Number:
Prior to College Level: G
Non Credit Enhanced Funding: N

2/26/2018
Funding Agency Code: A
In-Service: N
Occupational Course: E
Maximum Hours: 9
Minimum Hours: 9
Course Control Number:
Sports/Physical Education Course: N
Taxonomy of Program: 493087