

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

Units	Number of Weeks		Contact Hours/Week		Total Contact Hours
0	9	Lecture:	1	Lecture:	9
		Lab:	0	Lab:	0
		Other:	0	Other:	0
		Total:	1	Total:	9

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

Semester: Summer

Institution Outcome Map: 1. Communication, 5. Aesthetic Responsiveness, 7. Content Specific

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

Institution Outcome Map: 1. Communication, 5. Aesthetic Responsiveness, 7. Content Specific

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.

1 Hour

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

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