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IMM EU Socrates Erasmus Programme Master programme Syllabus

Course Title: Web Publishing
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Purpose	<p>Due to cost, time, and marketing benefits that result from deploying products and services via the Web, world-wide corporations are avidly seeking individuals who can build optimal online user experiences.</p> <p>If students are considering a career in Web development, this course is for them. In this class, they will have the opportunity to learn a variety of techniques and use different tools for producing Web sites, according to real-world standards of effectiveness and efficiency.</p>
Learning Outcomes	<p>Upon completion of this class, students will be able to:</p> <ul style="list-style-type: none">○ Complete a needs analysis report, which documents the objectives of a Web site, demographics of the target audience, as well as details related to project management (human/monetary resources, processes, standards, etc.).○ Establish a strategy for Web development and obtain approval from "clients".○ Develop a prototype for the Web site, which presents the look and feel of the final product.○ Develop a mini Web site for a field of students' choice (commercial, informational, educational, entertainment), which contains at least 3 fully developed sections, using a popular Web authoring tool.○ Complete a report for launching and marketing plans.○ Complete a report for maintenance and updating plans.
Course Summary	<p>Upon completion of the course, students will be able to define concepts, authoring tools/programming languages, development processes, and marketing techniques related to publishing Web sites.</p>

<p>Course Structure</p>	<p>Course topics will be structured on a six-phase process that reflects typical stages in the production of a Web site.</p> <ol style="list-style-type: none"> 1. Information gathering. Students will be able to write clear goals of the site, establish a target audience profile, and determine how to balance project issues, such as time, cost, and quality. 2. Strategy. Students will gather and organize content in meaningful units, suggest different use of media and strategies for development, and obtain approval for the proposed approach. 3. Prototyping. Using a tool of your choice (e.g. Dreamweaver, Flash), students will be able to design a prototype (look and feel of the site) and test it with a few members of the target audience. 4. Implementation. Students will carry out the prototype and develop the proposed site using Web development tools such as Dreamweaver, Flash, Authorware, Director, etc. and popular programming languages: DHTML, JavaScript, ColdFusion, etc. 5. Launch and Market. To ensure that the site is technically and conceptually error-free, students will carry out a more elaborated field trial, write a field trial report, and evaluate the results. Marketing techniques of Web sites will also be discussed. 6. Maintenance and growth. After the launch date, students will be required to add one more unexpected component to the site you produced. This situation will give students the opportunity to learn how to approach requests for site expansion and also how to carry out maintenance plans. <p>The clients for different sites (e-commerce, entertainment, informational, educational) may be selected by students (e.g. a boutique that wants to sell their jewelry online, a music studio that wants to advertise its services, or a radio station that wants to establish its presence. Otherwise, the course leaders will act the role of "clients".</p> <p>Each of the six phases will offer students the opportunity to develop real-world deliverables (e.g. project plan, audience profile, processes and standards, content outline, prototype, Web site, field trial reports, maintenance logs, etc.) The purpose of such deliverables is to help students put together a portfolio, which they can use in any interview situation upon obtaining their</p>

	degree.
Learning Assignments	<p>Starting from the first session, students work towards the final goal: putting together a Web-site portfolio that they can use in an interview situation to support the fact that they have Web publishing skills. Each step in the six-stage process for Web publishing requires an assignment/deliverable. Below are listed proposed assignments:</p> <p>During the first session, students are asked to select for which type of site they wish to build a prototype. The options are:</p> <ul style="list-style-type: none"> ○ Commercial ○ Entertainment ○ Informational ○ Educational <p>Once they select a type of site, students are asked to submit a deliverable for each of the six phases.</p> <ol style="list-style-type: none"> 1. Information gathering. Compile and submit to your instructor a report in which you detail the goals of your site, describe the demographics of your target audience. Include an estimated development time, anticipated costs, and resources available to develop this project. 2. Strategy. Compile a report that describes your methods for gathering information, and samples of content for at least 3 sections of your Web site. Explain how you plan to organize the content, and what media you plan to use for the delivery of this content (e.g., will you need audio, video, animations?). Describe how you plan to ensure an optimal user experience and how you will account for potential additional requests from clients. Submit this proposal for the final approval from your instructor before you begin the development of the prototype. 3. Prototyping. Using a tool of your choice (e.g. PowerPoint, Word, Dreamweaver, Flash), design a prototype (look and feel of the site) and test it with a few members of the target audience. Submit the prototype and the test of the field trial results to your instructor. 4. Implementation. Carry out the prototype and develop the proposed site using a Web development tool such as Dreamweaver, Flash, Authorware, Director, etc. and popular programming languages: DHTML, JavaScript, Cold Fusion, etc. The site should have at least 3 fully developed sections (e.g., About Us, Products, Services,

	<p>Contact Information).</p> <p>5. Launch and Market. Write a report in which you explain how you will launch your site (including search engine notification, user domain, meta tags, etc.) and market it..</p> <p>6. Maintenance and growth. Write a report in which you describe how you plan to accommodate the addition of a new section with new functionality in your Web site.</p>
Tutorials Structure	<p>The Web Publishing course will consist of a balanced combination between live sessions and independent study.</p> <p>During live sessions, the instructor will facilitate discussions revolving around the issues presented in the course outline. During independent study, students are asked to complete specific assignments, which lead to the production of a mini Web site.</p>
Interactive or Multimedia content	<p>The course will contain ample examples provided by the instructor. These examples result from real-life Web sites, and will be presented in the form of static screen shots or live Web sites/Web projects, containing various media (text, graphics, animations, audio, and video). The purpose of the examples is to illustrate the six-phase processes, which sits at the core of this course.</p>
Software needed	<p>Students need to be familiar with at least one authoring tool for publishing a Web site (e.g., Dreamweaver, Flash). If there is a course that enables them to acquire such skills, then that course should be considered a pre-requisite. Knowledge of interactivity and usability on the Web would be a bonus.</p>
References	<ul style="list-style-type: none"> ○ William R. Stanek, Web Publishing Unleashed: Professional Reference ○ Art Wolinsky, Creating and Publishing Web Pages on the Internet (The Internet Library) ○ Patrick Lynch, Sarah Horton, Web Style Guide : Basic Design Principles for Creating Web Sites <p>In addition, students will be asked to access a variety of peer-reviewed online resources.</p>