UNIVERSITI TEKNOLOGI MARA

CIT550: WEB DESIGN AND DEVELOPMENT

Course Name (English)	WEB DESIGN AND DEVELOPMENT APPROVED
Course Code	CIT550

MQF Credit	3

Course Description	This course is an advanced step of multimedia production that will introduce students to basic scripting and programming language, and web page development and publishing. Students will be using more than one media type in the development of the multimedia project. Instruction will include hands-on training in use of the software and technology needed for the preparation and presentation of multimedia projects.

Transferable Skills	Communication Skill Technical Skill

Teaching Methodologies	Lectures, Lab Work, Demonstrations

CLO	CLO1	Build multimedia titles with an appreciation of variety of design principles and skills required for professional application.
	CLO2	Explain scripting and programming language in the multimedia design.
	CLO3	Display multimedia titles on the web using various server technologies.

Pre-Requisite Courses	No course recommendations

Topics
1. 1.0 Preparing for the Web 1.1) 1.1 Introduction to the World Wide Web 1.2) 1.2 Planning a Website 1.3) 1.3 The Ingredients of a Website
2. 2.0 Creating Your First Webpage 2.1) 2.1 Introducing HTML: The language of the Web 2.2) 2.2 HTML Tags 2.3) 2.3 The HTML Document 2.4) 2.4 Checking Your Pages for Errors
3. 3.0 Putting Your Webpage on the Web 3.1) 3.1How Web Hosting Works 3.2) 3.2 Domain Names 3.3) 3.3 Getting Web Space 3.4) 3.4 Transferring Files
4. 4.0 Power Tools 4.1) 4.1 Choosing Your Tools 4.2) 4.2 Working with Your HTML Editor 4.3) 4.3 Managing a Website
5. 5.0 Text Elements 5.1) 5.1 Understanding Text and the Web 5.2) 5.2 HTML Elements for Basic Text 5.3) 5.3 HTML Elements for Lists 5.4) 5.4 HTML Elements for Tables 5.5) 5.5 Inline Formatting

6. 6.0 Style Sheets
6.1) 6.1 Style Sheets Basics
6.2) 6.2 More Powerful Selector
6.3) 6.3 Colors
6.4) 6.4 Text Alignment and Spacing
6.5) 6.5 Basic Fonts
6.6) 6.6 Embedded Fonts

7. 7.0 Adding Graphics
7.1) 7.1 Understanding Images
7.2) 7.2 Images and Styles
7.3) 7.3 Techniques with Graphics
7.4) 7.4 Finding Free Art

8. 8.0 Linking Pages
8.1) 8.1 Understanding Anchor
8.2) 8.2 Image Links and Image Maps
8.3) 8.3 Adding Bookmarks

9. 9.0 Page Layout
9.1) 9.1 The Challenge of Screen Space
9.2) 9.2 Style-Based Layout
9.3) 9.3 Creating Layout with Multiple Columns

10. 10.0 Multipart Pages
10.1) 10.1 Understanding Multipart Pages
10.2) 10.2 Server-Side Includes
10.3) 10.3 Page Templates

11. 11.0 Introducing Your Site to the World
11.1) 11.1 Your Site Promotion Plan
11.2) 11.2 Making Your Site Search-Engine Friendly
11.3) 11.3 Registering with Directories
11.4) 11.4 Registering with Search Engines
11.5) 11.5 Tracking Visitors

12. 12.0 Website Promotion
12.1) 12.1 Spreading the Word
12.2) 12.2 Transforming a Site into a Community

13. 13.0 Blogs
13.1) 13.1 Understanding Blogs
13.2) 13.2 Getting Started with Blogger
13.3) 13.3 Managing Blog

14. 14.0 Making Money with Your Site
14.1) 14.1 Money-Making the Web Way
14.2) 14.2 Google AdSense
14.3) 14.3 Amazon Associates
14.4) 14.4 PayPal Merchant Tools

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Developing Storyboard and Web Publishing (Individual)	10%	CLO3
	Individual Project	Individual assignment focusing on developing product based on design principles related to MQF 2 LOD	60%	CLO1
	Test	Test focusing on applying scripting and programming language related to MQF 6 LOD	30%	CLO2

Reading List	Recommended Text	McDonald, M. 2015, *Creating a Website: The Missing Manual*, 4th Ed., O'Reilly CA
	Reference Book Resources	McFarland, D. S. & Grover, C. 2014, *Dreamweaver CC: The Missing Manual.*, 2nd Ed., O'Reilly CA
		Fielding, J. 2014, *Beginning Responsive Web Design With HTML 5 and CSS*, Heinz Weinheimer New York
		Warner, J. 2013, *Adobe Dreamweaver CC for Dummies*, John Wiley and Sons New Jersey
		Minnick, C. & Tittel, E. 2013, *Beginning HTML 5 and CSS3 for Dummies*, John Wiley and Sons New Jersey
		Lunn, I. 2013, *CSS3 Foundations*, John Wiley and Sons West Sussex
		Hudson, C. & Leadbetter, T. 2012, *HTML5 Developer's Cookbook*, Addison-Wesley Boston
		Willard, W. (2011) 2011, *Web Design Demystified*, McGraw-Hill New york
		Freeman, E., & Robson, E. 2011, *Headfirst HTML 5 Programming*, O'Reilly CA
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	