



Course Outline

A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option:

MKTG 4422
Web Site Design

Start Date:	March 19, 2007	End Date:	May 25, 2007
Total Hours:	30	Total Weeks:	10
Hours/Week:	3	Lecture:	1
		Lab:	2
		Term/Level:	4b
		Course Credits:	2.0
		Shop:	
		Seminar:	
		Other:	

Prerequisites

Course No.	Course Name	Course No.	Course Name
	Successful completion of Terms 3 & 4A		

Course Description (required)

The purpose of this course is to have marketing students understand current theories on creating effective Web sites so that they may analyze and critique the creative strategies employed by advertisers in their on-line presence and make informed recommendations. Students also learn all phases of the Web design process, including developing contracts and a creative strategy, designing information and page architectures, and producing a Web site. Using Dreamweaver and Photoshop, students learn how to make simple graphics, use tables, FTP files to the Web, create Javascript rollovers, as well as numerous other design and HTML features. This results in a final project - a personal Web site for the student.

v Detailed Course Description (optional)

In Web design theory, there are two major trains of thought. The first one, founded by Dr. Jakob Nielsen, suggests that usability, or practicality, is the major factor governing effective Web design. The second and more comprehensive approach realizes that effective Web design takes into consideration people's (not user's) consumptive, social, and emotional, or psychological, needs. In this course, students examine the limitations of the usability approach, and how the psychological approach creates a stronger and more effective Web experience. Lectures include: understanding what motivates people's online behaviour; communicating with people effectively online so that they understand what the value proposition of an online resource is; combining forward-thinking information design techniques with systems that pave experiential pathways for people to journey along in pursuit of their interests and goals; properly employing personalization to build relationships; and understanding the true role of creativity online. Each lecture uses concrete, real-life examples of Web sites to show how these concepts are put into practice.

Using the psychology behind experiential Web design, students then develop creative strategies and create information and page architectures for their own online resume and portfolio Web site. Step-by-step tutorials in using Photoshop and Dreamweaver allow the student to build their own online presence from scratch. Using their copywriting and design principles developed from Advertising Design

Production, students build their own engaging, attractive and people-friendly Web site that they can use to market themselves to employers.

v **Evaluation**

Participation and Attendance	10%
Quizzes	25%
Term Project	
Part 1 – Site Plan & Design	15%
Part 2 – Web Site	50%
TOTAL	100%

Comments: Failure to achieve 50% or more on the Term Project (Parts 1 & 2) will result in a 0% being assigned for all other projects, assignments, and participation/attendance marks, resulting in a failing grade for this course.

To be successful in this class, you must participate in class discussions on a regular basis.

v **Course Learning Outcomes/Competencies**

Upon successful completion, the student will be able to:

- Demonstrate an ability to analyze and critique the creative strategies employed by advertisers in their on-line Web sites using current Web design theory, and give informed design recommendations
- Develop and implement a creative strategy, design site and page architectures, and produce a Web site that effectively employs these
- Demonstrate an understanding of the fundamentals of creative production for the Web, which include the layout and design of html files and computer graphics using Dreamweaver and Photoshop.

v **Verification**

I verify that the content of this course outline is current.



Authoring Instructor

March 5, 2007

Date

I verify that this course outline has been reviewed.



Program Head/Chief Instructor



Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean



Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

v **Instructor(s)**

Geoffrey Bird

Office Location: SE6-373

Office Hrs.: TBA

Office Phone: 604-456-8152

E-mail: gbird2@my.bcit.ca

Address:

v **Learning Resources**

1 USB Flash Memory

Highly Recommended:

Visual Quickstart Guide - Macromedia Dreamweaver MX for Windows & Macintosh, by J. Tarin Towers, Peachpit Press, 2003, ISBN: 0-201-84445-1.

v **Information for Students**

Assignments: Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

Makeup Tests, Exams or Quizzes: There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

Ethics: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent.

Missing more than 10% of classes without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for Term Project, equating to a failing grade for this course.

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

v **Assignment Details**

To be announced in class.

Schedule

Week #	Lecture Dates	Material Covered	Assignments/ Due Dates
1	March 19	LECTURE: Introduction to Internet Design <ul style="list-style-type: none"> History, Design Team and Process, Design Challenges LAB: <ul style="list-style-type: none"> Introduction to HTML How is a Web site constructed? Good and bad design in Web sites 	In-class exercises
2	March 26	LECTURE: Introduction to Internet Creative Strategy <ul style="list-style-type: none"> Key elements of a Web site The three main Web site designs: 'Brochure-ware' 'Informational' and 'E-commerce' Interactivity Developing a Creative Strategy 	
		LAB: Description of Term Project and Using Photoshop tools. In-class example of designing a Web page in Photoshop.	In-class exercises
3	April 2	LECTURE: Understanding the role of creativity online	
		LAB: Intro to Photoshop & Dreamweaver. Saving images as jpgs and gifs.	In-class exercises
4	April 9	HOLIDAY – NO CLASSES	
5	April 16	LECTURE: Colour, fonts, & interactivity	QUIZ 1
		LAB: Dreamweaver: Programming the site architecture, creating tables, adding html links and e-mail. Using FTP to upload your files to the Web.	In-class exercises
6	April 23	LECTURE: Web design theory – usability vs. consumptive, social, and emotional needs of users	Term Project > Part 1 – Due Week 6
		LAB: Work on designing your own Web site	In-class exercises
7	April 30	LECTURE: Writing for the Web	
		LAB: Work on constructing your Web site and placing your images into tables using Dreamweaver	In-class exercises
8	May 7	LECTURE: Compatibility & Testing; checking web pages once uploaded onto a server, and solving common problems	QUIZ 2
		LAB: Working Session	

9	May 14	LECTURE: Contracts and Web Design	
		LAB: Working Session	
10	May 22	Exam Week	Term Project <i>Part 2 Web Site</i> due May 22 – 9:00 am