



JAN 25 2001

**Course Outline**

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit: School of Business

Program: Marketing Management

Option: 3K, 3L, 3M

**MKTG 4422****INTERACTIVE WEB DESIGN FOR  
DIRECT-MARKETING****LECTURE SW1 2005 LAB SE12 311****Start Date:** January 8, 2000**End Date:** February 16, 2000**Course Credits:** 2**Term/Level:****Total Hours:** 18**Total Weeks:** 6**Hours/Week: 3    Lecture: 1    Lab: 2    Shop:    Seminar:    Other:****Prerequisites****\* is a Prerequisite for:****Course No.    Course Name****Course No.    Course Name**

MKTG 3417

3417    Advertising and Design Production

**Course Calendar Description**

**Interactive Web Site Design for Direct-Marketing** walks students through building a real, working web site. In the process, students will learn all the phases of site design - including site planning, creative strategy development and production. Step-by-step tutorials for Dreamweaver 2.0 and Photoshop 5.0 teach how to make distinctive graphics, use tables, frames and forms, include JavaScript rollovers, as well as numerous other HTML features. Students explore direct-marketing and interactivity concepts for web site design.

**Course Goals**

- Students will demonstrate an ability to analyze and critique the creative strategies employed by advertisers in their on-line web sites
- Students will develop and implement creative strategies and produce a web site that effectively employ and communicate these.
- Students will 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.

## Evaluation

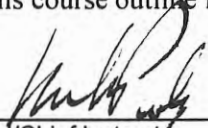
**Policy:** BCIT's policy on attendance, course project completion and successful passing marks for examinations can be found in the BCIT calendar. Successful completion depends on the student attending **90%** of the course time, as well as successful completion of the course projects. Excessive absence will be deemed to be missing more than **2 lab hours** for reasons within the student's control or for reasons not found as reasonable by the instructor (see course calendar for more details.) Upon notification and failure to provide acceptable explanation, the student will receive a failure in the class. **Note: All assignments must be completed or will result in a 0% for each project, as well as failure of the course in total.**

• Participation & Attendance	10%
• Creative and Marketing Strategy Development for Web Site	20%
• Term Project	70%
<b>TOTAL</b>	<b>100%</b>

## Course Learning Outcomes/Competencies

### Course Content Verification

I verify that the content of this course outline is current, accurate, and complies with BCIT Policy.

  
\_\_\_\_\_  
Program Head/Chief Instructor

  
\_\_\_\_\_  
Date

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



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY  
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## Course Outline

### **MKTG 4422**

### **INTERACTIVE WEB DESIGN FOR DIRECT-MARKETING**

**Lecture: Mondays 12:30-13:20**

**Labs: Set M - Mondays 15:30-17:20**

**Set K - Tuesdays 9:30-11:20**

**Set L - Tuesdays 13:30-15:20**

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### **Instructor(s)**

Michael Jorgensen

Internet site:

[www.business.bcit.ca/michaelj](http://www.business.bcit.ca/michaelj)

Office No.: SE-6 314

Office Hrs.: Mondays

13:30-14:30pm

Office Phone: 432-8445

E-mail Address: [michael\\_jorgensen@telus.net](mailto:michael_jorgensen@telus.net)

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### **Learning Resources**

#### **Required:**

**Dreamweaver 2.0 - H-O-T (Hands-On-Training)**, by Lynda Weinmann, Peachpit Press, <http://www.lynda.com>, 1999, ISBN: 0-201-35452-7

#### **Recommended:**

**Elements of Web Design**, by Darcy DiNucci with Maria Giudice and Lynne Stiles, Peachpit Press, 2nd edition, 1998, ISBN: 0-201-69698-3.

**Marketing on the Internet, Principles of Online Marketing**, by Judy Strauss and Raymond Frost, Prentice Hall, 1999, ISBN: 0-13-010585-6.

**Web Design Essentials**, Maria Giudice with Anita Dennis, Adobe Press, 2000, ISBN: 0-201-70011-5.

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#### **Any Photoshop manuals such as:**

**Photoshop 5.5 for Windows and Macintosh** (\$29.95), Visual Quickstart Guide, by Elaine Weinmann and Peter Lourekas, Peachpit Press, 1999, ISBN: 0-201-69957-5.

**Adobe Photoshop 5.0: An Introduction to Digital Images**, Against the Clock Performance Support & Training Series, Prentice Hall, 1999, ISBN: 0-13-021323-3.

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### **BCIT Policy Information for Students Course Notes (Policies and Procedures)**

**Assignments:** Late assignments or projects will not be accepted for marking. Assignments must be done on an individual or group basis as specified by the instructor.

**Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced.

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

**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.

**Illness:** A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects or exams. At the discretion of the instructor, you may complete the work missed or have the work prorated (i.e. an average is given according to your performance throughout the course).

**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 at the approval of the instructor.

**Labs/Lectures:** Attendance is mandatory. Lab exercises are due at the end of the lab period.

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## Assignment Details

**Project #1:** Creative and Marketing Strategy Development of a Web Site. Working in groups of three, students write a detailed creative and marketing analysis for a corporate, interactive web site. The written analysis is due the third week of class.

**Project #2:** Design and execution of a corporate, interactive web site.

The term project involves the design and execution of a corporate web site that includes brochureware, information and e-commerce elements. The students will develop creative strategies; design storyboards, layout templates, and graphic approaches; the fictional company concept will be supplied, and a large selection of copy writing from which they may choose essential information for their web site. From supplied company literature, the students are required to use discretion; select necessary information; develop headlines, subheadlines and pullout quotes; and rearrange copy to make it involving and relevant to target audience. Effective graphic images and navigational devices will be designed and chosen by the students.

The students will execute the web site using Dreamweaver 2.0 and Photoshop 5.0, then upload it to the world wide web.



## ***Interactive Web Site Design for Direct-Marketing***

[illegible]

2	January 15	<p><b>Introduction to Dreamweaver</b></p> <p><b>Interface</b></p> <p><b>Site Control</b></p> <ul style="list-style-type: none"> <li>• Defining a Site</li> <li>• Relative and Absolute Links</li> <li>• File and Folder Management</li> <li>• Exercise Understanding the Path Structure</li> <li>• Creating a Site Map</li> </ul> <p><b>Basics</b></p> <ul style="list-style-type: none"> <li>• Inserting Images</li> <li>• Inserting Text</li> <li>• Centering Images and Text</li> <li>• Modifying Page Properties</li> <li>• Creating Links with Images and Text</li> <li>• Meta Tags</li> <li>• Looking at the HTML</li> </ul> <p><b>Layout</b></p> <ul style="list-style-type: none"> <li>• Layout</li> <li>• Adding Layers</li> <li>• Converting Layers to Tables</li> <li>• Converting Tables to Layers</li> </ul> <p><b>Tables</b></p> <ul style="list-style-type: none"> <li>• Changing the Border of a Table</li> <li>• Changing the Color Scheme</li> <li>• Creating and Modifying a Table</li> <li>• Aligning Images and Text with Tables</li> <li>• Percentage-Based Table Alignment</li> <li>• Seamless Image Assembly</li> <li>• Combining Pixels and Percentages</li> <li>• Working with Imagemaps</li> </ul> <p><b>Typography</b>          Creating and Formatting HTML Text          Aligning Text          Color Schemes          Formatting Text in Tables          Character Entities</p> <p><b>Frames</b>          Coloring Frames          Links and Targets          Adding a Background Image          Seamless Background Across Two Frames</p>	<p><b>Chapter 2</b></p> <p><b>Handouts</b></p> <p><b>Chapter 3</b></p> <p><b>Chapter 4</b></p> <p><b>Chapter 5</b></p> <p><b>Chapter 6</b></p> <p><b>Chapter 7</b></p> <p><b>Chapter 10</b></p>	<p>In-class, hands-on exercises</p> <p><b>Project:</b>          Develop creative strategy for a corporate web site, combining elements of brochure-ware, information and e-commerce sites. Create the information architecture and sketch out home page, department pages and layout pages. This is to be handed in at the beginning of January 22 class.</p>
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3	January 22	<p><b>Creating Effective and Contemporary Web Site Graphics</b></p> <ul style="list-style-type: none"> <li>• Navigation and Interface Buttons: Form follows function-industrial design techniques</li> <li>• Simplicity and Intuitive Use</li> <li>• Web Designer Techniques for Creating Unique Continuous Tone Images and Illustrations</li> <li>• Amateur design mistakes</li> <li>• Avoiding the box - implementing curves</li> <li>• Multi-layered and transparent images</li> <li>• Managing file sizes of images for quick downloading</li> <li>• Flash animation and Director web multi-media</li> <li>• File formats: jpgs, gifs, transparent gifs</li> </ul> <p><b>Using Photoshop 5.0 to develop Web Graphics</b></p> <p><b>Interface</b></p> <p><b>Tools</b></p> <ul style="list-style-type: none"> <li>• Drawing tools</li> <li>• Editing tools</li> <li>• Rotation tools</li> <li>• Resizing tools</li> <li>• Selection tools</li> </ul> <p><b>Colour</b></p> <ul style="list-style-type: none"> <li>• Selecting colours</li> <li>• Fills and gradients</li> </ul> <p><b>Measurement tools</b></p> <ul style="list-style-type: none"> <li>• Image specifications</li> <li>• Measuring image areas in pixels, chopping images to place into tables</li> </ul> <p><b>Layers</b></p> <ul style="list-style-type: none"> <li>• Collaging images</li> </ul> <p><b>Filters</b></p> <ul style="list-style-type: none"> <li>• Image special effects</li> <li>• Transparency</li> </ul> <p><b>Text</b></p> <p>Using non serif fonts in web site</p> <p><b>File Formats</b></p>	<p><b>Handouts</b></p> <p><b>Lecture/ Demonstration</b></p> <p><b>Handouts</b></p> <p>In-class, hands-on exercises, introducing students to fundamentals of Photoshop and developing web graphics</p>	<p><b>Project:</b></p> <p>Select images for your web site and do image searches on stock photo web sites (i.e. photodisc)</p> <p>Use Dreamweaver to develop your template web pages and begin constructing your site.</p>
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4	January 29	<p><b>Guest Speaker: John Barson, Akrosys e-Business Inc. - database and ecommerce software</b></p> <p><b>Forms &amp; Interactivity</b> Form Objects Working with Form Objects Creating a Form</p> <p><b>Creating advanced Photoshop images</b></p> <ul style="list-style-type: none"> <li>Developing advanced multi-layered transparent images – step-by-step example</li> <li>Exact pixel measurement – chopping images to fit in html tables – step-by-step example</li> <li>Where to find images: scanning and stock photos, free image web sites</li> </ul> <p><b>Inserting counters</b></p> <p><b>Inserting email links</b></p> <p><b>Html code for forms</b></p> <p><b>Uploading files to server</b></p> <ul style="list-style-type: none"> <li>Using Fetch</li> <li>Web uploading</li> <li>Testing web pages and links; correcting problems</li> </ul>	<p><b>Chapter 12</b></p> <p>In-class, hands-on exercises</p> <p>In-class, hands-on exercises</p>	<p>Use Dreamweaver to develop your template web pages and begin constructing your site.</p> <p>Add forms, counters and email links to your site</p>
5	February 5	<p><b>Work session with instructor assistance or Site Visit</b></p> <p><b>Group feedback</b> As a group we'll review each student's work</p>	Work session	
6	February 12	<p><b>Work session with instructor assistance</b></p> <p><b>Group feedback</b></p> <ul style="list-style-type: none"> <li>As a group we'll review each student's work</li> </ul>	Work session	Project #1 handed in at end of class

The instructor reserves the right to make changes to the above course schedule. Site visits will be announced according to availability.