

WEB DEVELOPMENT

iCOM Course Proposal

November 5, 2011: Draft 1

OVERVIEW: This proposal suggests the creation and development of a new, online iCOM course titled *Web Development*. The proposed course will instruct students on how to develop, construct, and organize web sites using the latest web languages, software, best practices (W3C standards), and general knowledge of non-linear narratives.

PROPOSED COURSE DESCRIPTION: iCOM XXX focuses on the development of web sites using: the latest design architecture; the use of standard and creative graphic design aesthetics; functional interactivity to connect content with an audience; and the integration of multimedia assets such as audio and video. Each student is expected to develop functional skill sets in building web sites while cultivating basic skills in Flash, Dreamweaver, XHTML, and CSS. HTML 5 is also presented at an introductory level.

PROPOSED TITLE: *Web Development*

PROPOSED COURSE NUMBER: XXX

COURSE STRUCTURE & LENGTH: *Asynchronous - 15 Weeks*

TENTATIVE COURSE DEVELOPMENT: Summer 2012

FIRST OFFERED: Fall 2012

COURSE REQUIRED MATERIALS: Personal Domain Name & Hosting (~\$10 - \$120)

COURSE OUTLINE:

- Week 1: Foundational Elements
- Week 2: XHTML & Dreamweaver
- Week 3: XHTML & Dreamweaver
- Week 4: CSS
- Week 5: CSS
- Week 6: XHTML, CSS, & Dreamweaver
- Week 7: HTML 5, CSS, & Dreamweaver
- Week 8: Flash
- Week 9: Flash
- Week 10: Graphics & Photoshop
- Week 11: Multimedia
- Week 12: Multimedia
- Week 13: Work flow, Standards, & Best Practices
- Week 14: HTML 5
- Week 15: Final Exam and Project