

Course Description**GRA1751 | Fixed-Layout Web Design | 4.00 credits**

The student will design fixed-width layout web pages in this intermediate-level course. The student will apply knowledge and skills to the design and construction of single web pages and multi-page web sites using a visual editor. Topics include styling, linking, incorporating media, production workflows, and the creation of web forms. Assignments emulate real-world projects, including ideation, design, creation, and revision, leading to portfolio-ready projects. Prerequisites: GRA1750.

Course Competencies:

Competency 1: The student will create a single fixed-width web page during guided lessons and assignments by:

1. Applying content from a model page to structural elements
2. Applying stylistic appearance attributes from a model page to the content boxes
3. Designing and building an original page from an original mockup
4. Following industry-standard naming conventions for files and images

Competency 2: The student will create navigation links between pages, or parts of a page, in guided lessons and assignments by:

1. Defining link text with hypertext links for internal or external pages and anchors within a page
2. Incorporating rollover states for user interactivity

Competency 3: The student will incorporate images and multimedia in web page guided lessons and assignments by:

1. Preparing images for output size and quality and linking to them using a visual web page editor
2. Incorporating online fonts, videos and maps
3. Using the provided embedded codes

Competency 4: The student will

design and build multi-page sites during guided lessons and assignments by:

1. Laying out sequential, hierarchical, and linked site maps
2. Designing a “parent” template page and an external style sheet
3. Exporting “child” pages based on the “parent.” page and editing their content
4. Applying Search Engine Optimization guidelines to all files and content within the website folder

Competency 5: The student will incorporate interactive content in web pages during guided lessons and assignments by:

1. Applying rollover images
2. Applying tabs and accordions
3. Applying date and time pickers

Competency 6: The student will design and build web forms during guided lessons and assignments by:

1. Incorporating functioning text fields, radio buttons, checkboxes, select menus, and submit buttons
2. Applying form actions and destination (or “Thank you”) pages
3. Validating collected form data for accuracy

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Use computer and emerging technologies effectively
- Demonstrate an appreciation for aesthetics and creative activities