

COURSE PROFILE: PRINCIPLES OF WEB DESIGN

Title	Principles of Web Design
Length	5 days
Description	This course takes an in-depth look at web design concepts and techniques. It examines theoretical concepts that make the world of Web design unique. Also, it adopts a practical hands-on approach when examining Web development techniques. Along with examining different coding strategies, this course will explore the advancement of Web site implementation and problem solving strategies.
Target Audience	This course targets all staff employees, systems analysts, managers and others that plan, develop, and design Web sites and applications.
Prerequisites	None. IT Basics is recommended.
Learning Objectives	<p>The student will understand:</p> <ul style="list-style-type: none"> • the Web design and development environment, • Web site design principles, • how to plan a site, • how to plan the site's navigation, • how to create page templates, • how cascading style sheets work, • how to use graphics and color, • how to use the box properties, • how forms are created and how they work, and • how to publish and maintain Web sites.
Course Material	<p>Each Student will receive:</p> <ul style="list-style-type: none"> • a college level text book on the principles of Web design and • slide material.
Cost	<p>Our all inclusive local onsite fee for up to 15 students is 13,650.00*.</p> <p>*Effective Date: 01/01/2010. This price does not include travel outside the Baltimore, MD or District of Columbia area.</p>

Course Content

Lesson 1 - Understanding the Web Design Environment

- The current state of HTML
- Moving from HTML to XHTML
- Understanding variables in the Web design environment
- Browser compatibility issues
- Considering connection speed differences
- Coding for multiple screen resolutions
- Addressing operating system issues

Exercise

Edit existing HTML File

Lesson 2 - Web Site Design Principles

- Design for the computer medium
- Create a unified site design
- Design for the user
- Design for the screen
- Design for accessibility

Exercise

Design a simple Web site.

Lesson 3 - Planning the Site

- Creating a site specification
- Identifying the content goal
- Analyzing your audience
- Building a Web site development team
- Creating conventions for filenames and URLs
- Set a directory structure
- Creating a site storyboard

Exercise

Plan and Design a simple Web site.

Lesson 4 - Planning Site Navigation

- Create usable navigation
- Build text-based navigation
- Link with a text navigation bar
- Add contextual linking
- Use graphics for navigation and linking

Exercise

Design the site's navigation

**Course Content,
continued**

Lesson 5 - Creating Page Templates

- Table basics
- Format tables
- Following table pointers to create well-designed tables
- Creating a page template
- Evaluate examples of page templates

Exercise

Create a page template

Lesson 6 - Introducing Cascading Style Sheets (CSS)

- CSS style rules
- Understand the cascade
- Basic selection techniques
- Advanced selection techniques

Exercise

Identify the style sheets your company uses.

Lesson 7 - Web Typography

- Type design principles
- CSS measurement units
- CSS font and spacing properties

Lesson 8 - Graphics and Color

- Graphics file formats and working with images and color
- The element
- Control image properties with CSS
- Controlling color properties with CSS
- Controlling background images with CSS

Lesson 9 - Using the Box Properties

- CSS visual formatting model
- CSS box model
- Margin, padding, border, and special box properties

Exercise

Build a basic style sheet

**Course Content,
continued**

Lesson 10 - Working with Forms

- How forms work
- Form's syntax
- Creating input objects
- Building forms within tables

Exercise

Build and test a sample form

Lesson 11 - Publishing and Maintaining Your Web Site

- Publishing a Web site
- Testing a Web site
- Refining and updating content
- Attracting a notice to a Web site