



**PENINSULA
COLLEGE**
Community Education

SYLLABUS

S-D 020 WEBSITE DESIGN

SUMMER 2010

Mondays and Tuesdays, 6/21/2010 thru 7/26/2010

5:30 PM - to - 7:30 PM

DUNGENESS DESIGN

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Instructor Information:

- *Masters of Fine Art in Visual Art from Norwich University*
- *Bachelors of Science in Art from Lewis & Clark College*
- *Certificate in Virtual Worlds from University of Washington*

I earned a Bachelors of Science in Art at Lewis and Clark College, a Masters of Fine Art in Visual Art at Norwich University, and Certificate in Virtual Worlds, University of Washington. Although my degrees have focused on art, my theories, techniques, and practices have been communicated via the computer sciences. I have worked with both PC and Macintosh computers since 1980, and worked as an instructor at Monterey Peninsula College, Peninsula College, and taught digital media through my own independent courses and workshops. As part of my personal business, unique as you, I design marketing packages, websites, virtual world environments, and train individuals and small businesses on software foundations, Internet skills, social media usage, and virtual world proficiency.

Course Catalog Description

Websites are a perfect place to store your family photos and history or showcase your hobby. Learn to design and build your own website, explore usability, optimizing images for the web, creating links, and audience connectivity. Participate in the Web 2.0 with collaborative content management systems to build sites by harnessing collective intelligence and online applications. Students need basic computer skills to be successful.

Course Objectives

- Understand the Facebook Environment
- Develop Your Profile
- Cultivate Friend and Audience Connections
- Post Content
- Utilize Fan Pages and Community Applications
- Maintain Your Social Media Goals
- Use Social Media for Social Good

Optional Information

List of Materials: Handouts

Assignments: There are no required assignments in this class, but you are encouraged to develop your own projects (blog and site) to focus on.

This class is not a correspondence course, please attend class & practice at home.

The class is action-packed. Please follow instructions.

Suggested textbook: Students are encouraged to find a book that suits their style and end goals.

Schedule:

Week 1 – Monday - Introduction to Website Design

Working in the Web Cloud or Designing Websites you have full control of
Develop and Define your Website's mission
Branding Brainstorm
Homework – Marketing Concept Collage

Week 2 - Monday - Practice for Free

Create a Blog
Learn the basics of uploading content and updating pages using a CMS
Homework – Gather images for site

Week 3 - Monday - Content – Change and Connect

Build content
Cultivate audience connectivity
Maintain website with up-to-date content

Week 4 - Monday - Visual Freedom and Restrictions

Create images for the website
Size and saving

Week 5 - Monday - Implement Site Mission
Work on website
Fill those pages!
Troubleshooting session

Week 1 - Tuesday - Domain, Hosting, and Software

Domain Registration
Site Hosting
Connecting
Content Management System (CMS) and other software
Homework – Develop Information Architecture and Site Map

Week 2 - Tuesday - Interface Foundation

Develop the information architecture
Color! Color! Color!
Evaluate Concept Collage and Creative Context
Focus on Interface design usability

Week 3 - Tuesday - Creating Web Graphics

Design a distinct presence
Enhance and optimize images for the web

Week 4 - Tuesday - Putting the pieces together - Building a Website

Compare website design applications and shareware
Create new pages, edit pages, add links, images, and content

Week 5 – Tuesday - Share and Compare

Perform Beta Testing on Site
Get Feedback
Be Search Engine Friendly
Launch your Site!

This class supports Peninsula College Strategic Priorities with instruction relating to:

- Global Awareness...preparing students to live in an increasingly interdependent global society.
- Rapid Change...preparing students to succeed in a world characterized by rapid change in the workforce and technologies.
- Rural Economic Development... providing leadership and support for the ongoing sustainable development of rural communities.
- Environmental Sustainability...promoting sound environmental stewardship through the teaching and learning process and institutional practices.
- Outreach to Diverse Populations...contributing to a healthy, vibrant community by engaging diverse populations.

The Americans with Disabilities Act of 1990. Peninsula College is committed to providing accessibility to all students. Any student with special needs must complete a self-identification form available in the counseling office. This information will remain strictly confidential.