

**AUSTIN COMMUNITY COLLEGE
CONTINUING EDUCATION**

**Part I: Introduction to World Wide Web Authoring
X/HTML – Part I**

(16 hours)

ITNW 1070

COURSE SYLLABUS

Course Description: Part I of a three-part series is an overview of the Web, an introduction to X/HTML markup and web page design principles. Students get hands-on experience building simple web pages with hypertext links and graphics. Includes an overview of techniques that enhance and facilitate page creation. **Prerequisites:** Familiarity with computers and browsing the Internet.

Objectives: Every student will be able to:

- Describe the underlying technologies of the Internet and World Wide Web
- Define how Web site content drives Web site design
- Demonstrate the Web page edit-review cycle
- Explain what a markup language is
- List the basic components of an X/HTML tag and an X/HTML entity
- Create a basic Web page that utilizes X/HTML tags to form a document structure and information hierarchy
- Create lists and hyperlinks, insert graphics and format the page using text font and color settings
- Publish web pages using FTP

Rationale: The World Wide Web has become a major media for the dissemination of all types of business-related and personal information. The ability to create Web pages is becoming an important aspect of many employment skill sets and experienced and talented Webmasters are and will continue to be in high demand. This hands-on approach to teaching X/HTML provides students with the basic skills they need to understand the ever-changing world of the Internet. Because the class is taught by an experienced Webmaster, students will leave with not only skills but insight into the realities of disseminating information on the Web.

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Required Material: None

Type of Course: Short Course

Evaluation: Students will be evaluated on their competency in performing a variety of hands-on exercises created to insure the student has achieved all course objectives throughout the course, and class participation. In order to grant CEU credit for a course the students must be able to complete assessment exercises for each part of the course given by the instructor. The instructor will validate each participant's achievement of the course objectives by signing and awarding individual certificates of completion.

Course Outline:

- I. Introduction to the Internet (2 hours)
 - A. Hardware, software, connection technologies
 - B. Internet protocols
 - C. Bandwidth basics

- II. Introduction to the World Wide Web (2 hours)
 - A. The Web as the GUI of the Internet
 - B. The history of the Web
 - C. Important Web issues
 - D. The browsers

- III. Introduction to HTML (4 hours)
 - A. What is markup language
 - B. Formal X/HTML mechanism
 - C. X/HTML structure
 - D. The anatomy of an X/HTML tag
 - E. The role of X/HTML entities and how they are built
 - F. Using attributes to provide more information to the browser

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- IV. The X/HTML tags (4 hours)
 - A. Document structure tags
 - B. Document heading tags
 - C. Page elements
 - D. Hyperlinks
 - E. Lists
 - F. Images
 - G. Text formatting tags

- V. The Webmaster's tools (3 hours)
 - A. X/HTML editors
 - B. Graphics tools
 - C. Site management tools
 - D. Validators and spell checking software
 - E. Choosing the right tools

- VI. Introduction to Web Site Publishing (1 hour)
 - A. Using FTP to upload the web site
 - B. Updating the web site

Student Assessment Checklist:

At the completion of the course each student will be able to:

1. Describe the underlying technologies of the Internet and World Wide Web
2. Define how Web site content drives Web site design
3. Demonstrate the Web page edit-review cycle
4. Explain what a markup language is
5. List the basic components of an X/HTML tag and an X/HTML entity
6. Create a basic Web page that utilizes X/HTML tags to form a document structure and information hierarchy
7. Create lists and hyperlinks, insert graphics and format the page using text font and color settings
8. Publish web pages using FTP