

INTERMEDIATE HTML SYLLABUS

Week 1: INTRODUCTIONS, REVIEW BASIC HTML, FORMATTING, ETC.

- Course Overview/Introductions
 - Basic Overall Review (NCSA Guide for Beginners)
 - Basic Review of Handcoding for Anchors, Lists and Tables
 - Review of Various Text/WYSIWYG Editors
 - Final Project Requirements/Design Document Discussed
- ** ASSIGNMENT #1; ARTICLE 1**

Week 2: IMAGES, USAGE, CONVERSION & OPTIMIZATION

- Image Formats, File Size, Optimization
 - The Color Cube and Hexidecimal Colors
 - Review of Optimizing Images for the Web
 - Color Theory on the Web, Color Limitations, etc.
 - Download Time, Bandwidth, etc.
 - Imagemaps - Usage and Implementation
- ** ASSIGNMENT #2**

Week 3: INTERFACE DESIGN, PREPARATION & CONCEPTUALIZATION

- Page Layout, Navigational Tools and Site Structure
 - Using Tables and Frames For Seamless Layout/Structure
 - Identifying and Designing for your Specific Audience
 - Corporate Identity on the Web
 - Discuss Flow Charts and Storyboards for Final Project
- ** ASSIGNMENT #3; ARTICLE 2**

Week 4: ANIMATION, PHOTOGRAPHY, INCORPORATING IMAGES

- Review Design Documents
 - Animations Techniques, Software and Preparation
 - Stock Photography: Comps, Presentation, etc.
 - Digital Photography and Online Implementation
 - Scanning for the Web
- ** ASSIGNMENT #4**

Week 5: TYPOGRAPHY, AESTHETICS, INTERACTIVITY

- Formatting Text Aesthetically - Typography online
 - Interactivity vs. Navigation
 - CSS, DHTML, and Expanding Technology
 - Multimedia, Sound, Javascript
- ** ASSIGNMENT #5; ARTICLE 3**

Week 6: SEARCH ENGINES, FORMS, DOMAIN NAMES

- Designing & Indexing for Search Engines
 - Meta Tags, ALT tags and the Importance of Text Placement
 - Reserving/Registering for your own domain name
 - CGI and Form Page Options for the Non-Programmer
- ** ASSIGNMENT #6**

Week 7: CULTURE, ART, CLIENT RELATIONS

- Netculture, Evolving Communities
 - Artistic Endeavors on the Web
 - Online and Traditional Marketing options
 - Banner Ad protocol, online advertising
 - Review/Test Live tentative pages for final project
- ** Finish Final Project

Week 8: FINAL CLASS

- Overall class review
 - Presentation of Final Products
 - Discussion and Review
- ** Final Project Due