Douglas College

A.	**Division:**	**Instructional**	Effective Date:		**January 2005**
B.	**Department /** **Program Area:**	**Language, Literature and** **Performing Arts /** **PRINT FUTURES**	Revision	X	New Course

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C:	**PRFU 340**	**D:**	**Writing for the Web**	**E:**	**3**
	Subject & Course No.		Descriptive Title		Semester Credits

F: **Calendar Description:** This course provides an overview of the context and practices of writing, designing, and producing sites for the Web.

Allocation of Contact Hours to Type of Instruction / Learning Settings	or permission of the coordinator
Primary Methods of Instructional Delivery and/or Learning Settings: Lecture Laboratory	**I:** **Course Corequisites:** None
Number of Contact Hours (per week / semester for each descriptor): 2 hours lecture per week 2 hours laboratory per week	**J:** **Course for which this Course is a Prerequisite:** None
Number of Weeks per Semester: 15 weeks	**K:** **Maximum Class Size:** 30

L: PLEASE INDICATE**:**

	Non-Credit
	College Credit Non-Transfer
X	College Credit Transfer:

Requested   Granted   X

M: **Course Objectives / Learning Outcomes**

Students will learn how to write, design, and produce Web sites. They will also be introduced to key trends and issues (e.g., ethical, cultural, technological, economic) in writing for the Web.

N: **Course Content**

1. Basic Web-Site Development Skills

Successful students will:

a) complete a cognitive analysis of how users move through information
b) analyze the writer's role in the collaborative-team approach
c) examine the ethical issues of writing for the Web (e.g., copyright, surveillance, freedom of speech)
d) learn basic storyboarding skills for Web sites
e) practise the skills of minimalist writing
f) study screen design
g) learn how to construct an audience analysis for a Web site
h) analyze end-user information needs
i) learn project management for Web sites
j) learn basic html and image manipulation using a suitable software program
k) learn file management, conversion, transferring, handling graphics and text

2. Individual Web-Site Production

Successful students will:

a) create and maintain a Web log
b) learn what makes a good/bad Web site
c) write, design, and produce a personal Web site
d) learn a Web-page software program (e.g., Dreamweaver)

3. Collaborative Web-Site Production

Successful students will:

a) develop a concept for a Web site (e.g., product or event promotion, informational, services)
b) understand the roles within a Web-site development team
c) examine additional uses of hypertext/linking for the Web
d) plan for content development/acquisition
e) plan and implement the structure of the site
f) plan a promotional strategy for the site
g) test and debug the site

O: **Methods of Instruction**

The course will include a combination of lecture and labo

Software may include:
Macromedia Dreamweaver
Adobe Photoshop
Adobe Acrobat

Q: **Means of Assessment**

Students are expected to be self-motivated and to demonstrate professionalism, which includes active participation, good attendance, punctuality, effective collaboration, ability to meet deadlines, presentation skills, and accurate self-evaluation.

Evaluation will be based on this general format:

Dreamweaver exercises	10%
Web log	30%
Individual Web-site project	20%
Group Web-site project	30%
Professionalism (as defined)	10%
	100%

R: **Prior Learning Assessment and Recognition: specify whether course is open for PLAR**

Yes.

Course Designer(s)   Education Council / Curriculum Committee Representative

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Dean / Director   Registrar