

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

INTRODUCTION to WEB DESIGN

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
INTRODUCTION to WEB DESIGN	PR3110512	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assoc.Prof. İhsan EKEN				
Name of Lecturer(s)					
Assistant(s)					
Aim	The aim of this course is to teach the editing of visual materials, Web page, visual elements, button creation, active picture regions, transfer process, optimization, moving pictures, pop-up menus, basic web standards, table operations, adding visuals, creating links, introduction to CSS panel and HTML.				
Course Content	This course contains; Introduction, processing of the course and explanation of its contents,Universal Design principles: WW3,Universal Design Principles: Apple and Android,Creation of website design draft,Basic SEO information 1,Basic SEO knowledge 2,Introduction to HTML and application,HTML applications,Blog concept and applications,Converting the PSD to a web page and Dreamweaver 1,Converting the PSD to a web page and Dreamweaver 2,Web Usability,Submission and presentation of web design,Presentation Of Web Design Presentations.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Use HTML tags interactively within design.			16, 6	E, F	
Performs design patterns according to universal design principles.			6, 9	D, E	
Understand basic definitions and concepts related to internet and web.			11, 16	A, F	
Basic operations for web pages, designs.			11, 8, 9	A, E	
Learns package web programs.			16, 8	A, F	
Design different designs according to different web tools.			16	A, G	
Teaching Methods	11: Demonstration Method, 16: Question - Answer Technique, 6: Experiential Learning, 8: Flipped Classroom Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework, F: Project Task, G: Quiz				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction, processing of the course and explanation of its contents				
2	Universal Design principles: WW3	Reading the relevant section of the given source			
3	Universal Design Principles: Apple and Android	Reading the relevant section of the given source			
4	Creation of website design draft	Reading the relevant section of the given source			
5	Basic SEO information 1	Reading the relevant section of the given source			
6	Basic SEO knowledge 2	Reading the relevant section of the given source			
7	Introduction to HTML and application	Reading the relevant section of the given source			
8	HTML applications	Reading the relevant section of the given source			
9	Blog concept and applications	Reading the relevant section of the given source			
10	Converting the PSD to a web page and Dreamweaver 1	Reading the relevant section of the given source			
11	Converting the PSD to a web page and Dreamweaver 2	Reading the relevant section of the given source			
12	Web Usability	Preparation for the final project			
13	Submission and presentation of web design	Preparation for the final project			
14	Presentation Of Web Design Presentations	Preparation for the final project			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Gavin Ambrose , Paul Harris , Grafik Tasarım Temelleri Seti, Literatür Yayıncılık Gavin Ambrose , Paul Harris , Mehmet Emir Uslu (Çevirmen) , Grafik Tasarımın Temelleri 2. Basım, Literatür Yayıncılık Gavin Ambrose , Paul Harris , Adnan Tepecik (Çevirmen) , Murat Devrim Atılgan (Çevirmen) , Yaratıcı Tasarımın Temelleri, Literatür Yayıncılık Steven Heller , Veronique Vienne , Bengisu Bayrak (Çevirmen) , Grafik Tasarımı Değiştiren 100 Fikir, Literatür Yayıncılık Selçuk Özdemir, Çocuklar İçin Web Tasarımı, Odtü