



**Douglas
College**

**EFFECTIVE: JANUARY 2005
CURRICULUM GUIDELINES**

A. Division: **Instructional** Effective Date: **January 2005**

B. Department / Program Area: **Language, Literature and Performing Arts / PRINT FUTURES** Revision New Course

If Revision, Section(s) Revised: D, F, G, H, M to R

Date of Previous Revision: November 20, 1997

Date of Current Revision: March 3, 2003

C: PRFU 340 D: Writing for the Web E: 3

Subject & Course No.	Descriptive Title	Semester Credits
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F: Calendar Description: This course provides an overview of the context and practices of writing, designing, and producing sites for the Web. Students will gain an understanding of the writer's role in the collaborative-team approach to Web-site development.

G: Allocation of Contact Hours to Type of Instruction / Learning Settings

Primary Methods of Instructional Delivery and/or Learning Settings:
Lecture
Laboratory

Number of Contact Hours (per week / semester for each descriptor):
2 hours lecture per week
2 hours laboratory per week

Number of Weeks per Semester: 15 weeks

H: Course Prerequisites:
PRFU 350 or permission of the coordinator

I: Course Corequisites:
None

J: Course for which this Course is a Prerequisite:
None

K: Maximum Class Size:
30

L: PLEASE INDICATE:

Non-Credit

College Credit Non-Transfer

College Credit Transfer:

Requested

Granted

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)

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 laboratory classes. The emphasis will be on learning by doing.

P: Textbooks and Materials to be Purchased by Students

Textbooks may include:

- Kilian, Crawford. *Writing for the Web: Geeks' Edition*. Self-Counsel Press, 2000.
 Kilian, Crawford. *Writing for the Web: Writers' Edition*. Self-Counsel Press, 1999.
 Towers, J. *Macromedia Dreamweaver Visual QuickStart Guide*. Peachpit Press, 2002.

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

 Dean / Director

 Registrar