

**BOROUGH OF MANHATTAN COMMUNITY COLLEGE**  
**The City University of New York**  
**MULTIMEDIA PROGRAMMING AND DESIGN**

**Spring 2005**

**Title of Course**  
**Web Design**

**MMP 240**  
Lecture Hours/week: 2  
Lab Hours/week: 2  
Credits: 3

**A. Description**

This course will introduce students to the process and techniques of web design. Effective website design and site architecture will be explored through critique of existing websites and class assignments. An emphasis will be placed on hands-on experience designing web pages while coding HTML manually and using Macromedia Dreamweaver. Other applications for editing graphic, audio and animation will be introduced.

**B. Prerequisites**

CIS 180 or MMP 100

**C. Objectives**

By the end of the course the student will be expected to:

- Understand what constitutes an effective web design.
- Understand the technical considerations involved in creation of a website.
- Create a website that demonstrates understanding of the web as a unique design medium.

**D. Required Texts and/or Supplemental Material**

Title: Web Design in a Nutshell  
Author: Jennifer Niederst.  
Publisher: O'Reilly Publishers  
ISBN: 0-596-00196-7

Recommended text:

- Cascading Style Sheets: The Definitive Guide, 2<sup>nd</sup> Edition. By Eric Meyer, O'Reilly & Associates. ISBN: 0596005253
- JavaScript for The World Wide Web: Visual QuickStart Guide, Student Edition. 5<sup>th</sup> Edition. By Tom Negrino and Dori Smith. Peachpress Press. ISBN: 0-321-19439-X
- JavaScript: The Definitive Guide, 4<sup>th</sup> Edition, By David Flanagan. O'Reilly & Associates. ISBN: 0-596-00048-0

**E. Evaluation and Requirements of Students**

Class and homework assignments:	30%
Midterm:	20%
Final Project:	40%
Teacher Evaluation and class performance:	10%

**F. Attendance Policy**

The College's attendance policy states: "At BMCC, the maximum number of absences is limited to one more hour than the number of **hours** a class meets in one week. In the case of excessive absence the instructor has the option to lower the grade or assign an 'F' or 'WU' grade."

## **G. Disability Accommodation Policy**

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Services for Students with Disabilities (Room N769; Telephone # 220-8180). BMCC is committed to providing equal access to all programs and curricula to all students.

## **H. BMCC Policy Statement on Plagiarism**

Plagiarism is the presentation of someone else's ideas, words, or artistic, scientific, or technical work as one's own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotations, require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism.

Students who are unsure how and when to provide documentation are advised to consult with their instructors. The library has guides designed to help students to appropriately identify a cited work. The full policy can be found on BMCC's web site, [www.bmcc.cuny.edu](http://www.bmcc.cuny.edu).

## **I. Outline of Topics**

- Designing for the web: possibilities and limitations
- Bandwidth issues
- Hardware issues
- Designing with HTML
- Designing for different browsers
- HTML basics: using manual coding and Dreamweaver
- HTML page layout techniques
- Tables
- Frames
- CSS
- Web typography: Using HTML and CSS
- Web graphics
- Web graphics tools
- Different graphic formats and optimization techniques
- Color on the web
- Time-based media
- Animation
- Sound
- Video
- Streaming multimedia
- Interactivity
- Forms and mailto
- Javascript
- Website architecture
- Information design for the web
- Interface design for the web
- Effective page design
- Website usability
- Post production
- Preparing a site for publication
- Publishing sites on the internet