



STARK STATE COLLEGE

GENERAL SYLLABUS

Course Information

Course Name: Advanced Web Design
Course Number: WDD229

Required Materials

Textbook(s): None
Required Readings: None
Additional Materials: Notepad++, or other similar text editor, FTP Program such as WinSCP or CyberDuck, Latest version of Firefox, Chrome, Edge along with Microsoft Office.

Course Outline/Calendar

The date of coverage and order of coverage may be modified based on the faculty member and events beyond the control of faculty members that interfere with class times and teaching.

Week	Chapter/Topic/Lab
Week 1	Best Practices & Accessible Websites <ul style="list-style-type: none"> • Course Introduction • Best Practices
Week 2	Choosing a Domain, Web Host, and Target Audience <ul style="list-style-type: none"> • Website Specification
Week 3	Color Schemes and Type <ul style="list-style-type: none"> • Color Scheme and Typography Activities
Week 4	Mockups Part 1 <ul style="list-style-type: none"> • Mockup Activities
Week 5	Mockups Part 2 <ul style="list-style-type: none"> • Mockup Activities
Week 6	Writing Effective Website Copy <ul style="list-style-type: none"> • Writing Web Copy Activities
Week 7	Coding your website <ul style="list-style-type: none"> • Grid System Activities
Week 8	Coding your website <ul style="list-style-type: none"> • Forms and Tables Activities
Week 9	Coding your website <ul style="list-style-type: none"> • Additional Components Activities

Week	Chapter/Topic/Lab
Week 10	Image Optimization <ul style="list-style-type: none">• Image Optimization Activities
Week 11	Banner Ads <ul style="list-style-type: none">• Banner Ad Activities
Week 12	Marketing your website <ul style="list-style-type: none">• AdWords Activities
Week 13	Social Media <ul style="list-style-type: none">• Social Media Activities
Week 14	Website Analytics <ul style="list-style-type: none">• Analytics Activities
Week 15	Exploring Careers/Final <ul style="list-style-type: none">• Final Project
Week 16	Final Exam