

Eastern Illinois University
Revised Course Proposal
MIS 3530, Business Web Site Design

Agenda Item #06-48
Effective Fall 2007
Effective Fall 2016, with revisions

1. Catalog Description

1. Course number: MIS 3530
2. Title: Business Web Site Design
3. Meeting times and credit: 3-0-3
4. Terms(s) to be offered: F
5. Short title: BUS WEB SITE DSN
6. Course description: Fundamentals of designing effective web sites including graphics and animation using web application software. Some HTML and JavaScript will be introduced. Students will develop web sites with a focus on information architecture and usability standards for business web sites.
7. Prerequisites: Sophomore standing, BUS 1950, or permission of the Associate Chair, School of Business.
8. Initial term of course offering: FA2007

2. Student Learning Objectives and Evaluation

- A. Upon successful completion of this course, students will be able to:
1. Develop web pages according to effective style and design standards using appropriate development tools.
 2. Edit HTML tags and prepare Cascading Style Sheets to control formatting.
 3. Prepare and modify digital images for web pages with consideration for quality and compression issues.
 4. Use JavaScript behaviors to swap images, check browsers, create pop-up and jump menus, play sounds, and validate forms.
 5. Create animations and use ActionScript to control interactivity.
 6. Write web site content demonstrating a concise, contemporary writing style.
 7. Analyze usability standards and information architecture for business site design.
 8. Examine the need for SQL and other languages to interface with databases.
- B. The students' achievement of the stated objectives will be assessed and grades will be earned on the basis of projects, quizzes, and examinations.

	Exams/Quizzes (30%)	Projects (55%)	Final Exam (15%)
Develop web pages according to effective style and design standards using appropriate development tools.	X	X	X
Edit HTML tags and prepare Cascading Style Sheets to control formatting.	X	X	X
Prepare and modify digital images for web pages with consideration for quality and compression issues.	X	X	X
Use JavaScript behaviors to swap images, check browsers, create pop-up and jump menus, play sounds, and validate forms.	X	X	X
Create animations and use ActionScript to control interactivity.	X	X	X
Write web site content demonstrating a concise, contemporary writing style.	X	X	X
Analyze usability standards and information architecture for business site design.	X	X	X
Examine the need for SQL and other languages to interface with databases.			X

- C. This is not a technology-delivered class.
- D. This class is not numbered 4750-4999.

E. This class is not writing intensive.

3. Outline of the Course

Weeks	Topic
1	Introduction to course, web and browser basics, HTML fundamentals.
2	Site control, file organization, and page properties using Dreamweaver. Design considerations for type and color, writing for the web, and usability concepts.
1	Control page design with tables, nesting and alignment issues. Use layout functions to design pages.
2	Web graphics—raster/vector file formats. Drawing and image editing with Fireworks including optimization. Roll over buttons, hot spots, and image maps.
2	Cascading Style Sheets, templates, frames, forms, web photo album.
1	Javascript behaviors to swap images, check browsers, create pop-up and jump menus, play sounds, and validate forms.
2	Frame-by-frame animation and motion tweening, shape tweening, layer masks with Flash. Use of symbols, instances, and library. Publishing movies. Interactive buttons using ActionScript.
2	Team project—use information architecture to develop site structure, develop all content, and present a business site.
1	Accessibility and usability standards, SQL and languages to interface with databases.
1	Exams

4. Rationale

- A. Purpose and need. This is an existing course that is being modified to better fit the new MIS curriculum. Content modifications are minor.
- B. Justification of the level of the course and a list of all prerequisites. This course builds on prior experience in writing and software applications. Therefore, the prerequisites are BUS 1950 and junior standing.
- C. Similarity to existing courses: This course will replace the CIS 3530 course, Business Web Site Design and Development. This course is similar to AET 1363, Graphic Communication Technologies; AET 3343, Digital Media Technologies; AET 4353, Print and Digital Media Production; and AET 4813, Advanced Digital Media Technologies.
- D. Impact on program(s): This course is an elective for the Management Information Systems major and minor. It will be one of the courses available in the Advertising minor replacing MIS 3530. It would be appropriate, also, as an elective for other students in the School of Business or for the Career and Technology Education major.

5. Implementation

- A. Faculty member(s) to whom the course may be assigned: Graves, Illia
- B. Specification of any additional costs to students: Students will be expected to submit projects on appropriate digital media. Additional costs to students will be minimal.
- C. Text and supplementary materials to be used: Web Design with Macromedia Studio MX 2004, Hunley, 2004; Web Style Guide, Lynch and Horton (<http://www.webstyleguide.com>), and course web site instructional material

6. Community College Transfer

A community college course will not be judged equivalent to this course.

7. Date approved by the department or school: 2/15/06

8. Date approved by the college curriculum committee 3/6/06

9. Date approved by CAA 4/20/06