



Institute of International Studies, Ramkhamhaeng University

Course Syllabus

Part 1

1. Course Code: MCS2272/MJR2204 Course Title: Introduction to Web Design
2. Number of Credit: 3_Credits
3. Curriculum: Bachelor of Arts in Mass Communication
4. Major: Radio & TV Broadcasting, Multimedia Journalism
5. Faculty: Institute of International Studies (IIS-RU)
6. Semester: 2
7. Academic year: 2016
8. Classroom: t.b.a.
9. Course Description: To study the design for communication on the Internet, hypertext and multimedia; principles of virtual communication design and technically basic skills necessary for web site creation both theoretically and practically.
10. Lecturer: Ulrich Werner, Adj. Prof. (IIS-RU)
11. Course Objectives: Understand the framework of Web sites today, the role of Search Engine Optimization and multiple access devices, apply this understanding in making an individual Web site HTML5 and CSS3 by using Adobe Dreamweaver free trial version.

Part 2

Implementation of instruction and assessment.

12. Hours per week: 6 – 12 hours per week (48 hours in total)
13. Course Materials: PowerPoint slides, videos, the Web, individual Web server access, Adobe Dreamweaver free trial version, course Web page.
14. Study Topics: Each class day is divided into two sessions: Morning Session & Afternoon Session. (8 class days = 16 sessions)

Session	Topics of the Study	Hours	Teaching Methods	Activities	Lecturer name
1 09.01. 9 - 12	Introduction to the course and the tools used in this course	3	Lecture	none	Ulrich Werner
2 09.01. 13 - 16	Introduction to Web Site Structure and Hosting	3	Lecture	Homework: Choose a Topic for your Web Site	Ulrich Werner
3 16.01. 9 - 12	Designing your own Web Site: Structure and Process	3	Lecture Assessment	Quizz 1 Practical Exercises	Ulrich Werner
4 16.01. 13 - 16	HTML5 and CSS3 Basics W3 Schools	3	Lecture Assessment	Practical Exercises	Ulrich Werner
5 23.01. 9 - 12	Web Sites with Style: CSS Properties, Colors, and Fonts	3	Lecture Assessment	Quizz 2 Practical Exercises	Ulrich Werner
6 23.01. 13 - 16	Web Sites with Style: CSS Properties, Colors, and Fonts	3	Lecture	Practical Exercises	Ulrich Werner
7 25.01. 9 - 12	Introduction to Search Engine Optimization (SEO) I	3	Lecture Assessment	Quizz 3	Ulrich Werner
8 25.01. 13 - 16	Introduction to Search Engine Optimization (SEO) II	3	Lecture	None	Ulrich Werner
9 30.01. 9 - 12	Google Analytics Google Adsense Alexa	3	Lecture Assessment	Quizz 4 Practical Exercises	Ulrich Werner
10 30.01. 13 - 16	Mid-term Examination: Project Presentation	3	Assessment	Student Presentation	Ulrich Werner

11 02.02. 9 - 12	Adobe Software in Web Design	3	Lecture	Practical Exercises	Ulrich Werner
12 02.02. 13 - 16	Guided Project Work	3	Lecture	Practical Exercises	Ulrich Werner
13 06.02. 9 - 12	Guided Project Work	3	Discussion	Practical Exercises Individual Support	Ulrich Werner
14 06.02. 13 - 16	Guided Project Work	3	Discussion	Practical Exercises Individual Support Critique	Ulrich Werner
15 09.02. 9 - 12	Final Project Presentation	3	Examination	Student Presentation	Ulrich Werner
16 09.02. 13 - 16	Final Project Presentation	3	Examination	Student Presentation	Ulrich Werner

Part 3

Class Evaluation

15. Evaluation

15.1 Examination:

Midterm Examination
 Final Examination
 Others


15.2 Type of Examination

Multiple Choice
 Subjective Test
 Web Project Presentation

16. Evaluation Percentage:

4 Quizzes = 60%, Mid-term Presentation = 20%, Final Presentation = 20%

Lecturer Name & Signature


 Ulrich Werner