

Welcome



Welcome to the online “Designing Online Information/Dreamweaver” course offered by Vancouver Island University. My name is Jessica Colasanto and I’ll be your instructor for this course.

I’m the proprietor of a web development company based in Powell River, British Columbia and have more than 10 years experience teaching a wide range of computer software, specializing in web production and digital imaging applications.

While some of my instruction still takes place in the classroom, I also teach several online courses and find them an exciting alternative to traditional education. And I’ve taken my fair share of online classes, so I’ve also got experience being an online student. I’m always open to your comments and suggestions as to how we can ensure that this experience is a rewarding one.

Getting started

We will be creating two websites in this course. The lectures will walk you through the steps for creating a site for a fictitious company (each step is denoted by the 🔄 icon.) You’ll then be doing the same thing with your own content (if you can’t come up with anything, content will be provided for you) to create your own website from scratch.

Please make a folder called Dreamweaver in your My Documents folder (or wherever you’d like to keep it) so that we can store the two sites there. The lecture notes will refer to your Dreamweaver folder.

Text & Materials

The instructor will provide a lecture for each topic, which will walk you through the fundamental points you need to learn. All sample files will be supplied, although you may choose to use your own content and images to complete the assignments. The lectures will reference the textbook *Dreamweaver Visual QuickStart Guide* by Tom Negrino and Dori Smith, which will provide more information to supplement the lectures—please choose the textbook that matches your version of the software. Course text can be purchased online in a digital format from www.lulu.com or in print format from www.amazon.ca or www.chapters.indigo.ca. Additional reading of online articles may be added to the weekly lectures.

You will need Adobe Dreamweaver software for this course, but we don’t actually start using it until week 4 in case some students need to take advantage of the 30-day free trial available from Adobe (www.adobe.com/downloads). Students enrolled in a Vancouver Island University course are eligible for software discounts (www.pr.viu.ca/students/software.asp)

Goals & objectives

1. To introduce students to the process of web design and development. By course end students should be able to comfortably create a basic website from scratch and prepare copy for the online environment.
2. To provide students with an opportunity to develop a website within a safe, judgement-free atmosphere. The instructor will guide and support students as they “learn by doing.”
3. To provide students with the tools and self-confidence to take on the development of a small website (or the redesign of an existing one), along with an understanding of site maintenance, uploading and downloading.

Our Moodle Classroom

Our Moodle space is our online classroom. Here you'll find the following:

News Forum – The news forum is a general discussion forum used for the delivery of class news and events. Check here for any date changes or news of general class interest.

Course Syllabus -You are currently reading the Course Syllabus.

Water Cooler -The Water Cooler is a discussion area used for non-course-related topics.

Lectures – delivered as pdf 's, these should be easily viewable. If you have any problems, please let the instructor or administrator know.

Assignment and posting of assignment instructions – The Assignment area is where you will upload your completed assignments. When more than one file is required, you will need to zip them before uploading.

Lecture files – These files are needed for the lecture; right-click on each file to download it before you work through the lecture.

Sample files – These files will be supplied for you to use in your assignments if you're stuck for ideas.

Discussion Forums – Be sure to visit the Discussion Forum area for each week's lesson. Topics will be posted for each week's lesson. You will be expected (as part of your grading for the course) to contribute. For more information on what's expected here, see the 'Grading' area below.

Course description

Course Title: Designing Online Information/Dreamweaver

Instructor Contact: Jessica Colasanto via Moodle Quickmail or jessica-moodle@hotmail.com.

Technical Support: Online Development Team, Vancouver Island University, Nanaimo
Email: online@viu.ca

Administrative Support: Julie Clarke, Vancouver Island University, Powell River
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This seven week online course offers the opportunity to explore the Dreamweaver environment, and learn how to create a basic web page. You will work with templates, images, and tables, and discover how to create internal and external hyperlinks. You'll also learn about framesets and navigation bars, as well as the basics of site management, including a look at the elements and the application of style sheets.

Course Schedule

The required reading for each week will be found at the beginning of each lecture. Please note that the book is intended to provide additional information to supplement the lectures; the lectures themselves contain the basic information you need to learn for the course. Not all material in the book will be covered in the lectures.

Visual QuickStart Guide Dreamweaver CS4 for Windows and Macintosh (ISBN-10 #0-321-573-528) by Tom Negrino and Dori Smith

Note: The lecture refers to this book as QSG.

Week One	Understanding the Online Audience & Environment
Week Two	Organizing and Presenting Information for the Online Audience
Week Three	Designing for the Online Environment
Week Four	Getting Started in Dreamweaver
Week Five	Page Layout: CSS and Templates
Week Six	Presenting Content Online
Week Seven	Evaluation, Distribution and Management

Grading criteria & components of a grade

Each student will be graded by earning points for class participation, for assignments, and for the final examination. Grades will be assigned as follows:

97 - 100 points = A+

93 - 96 points = A

90 - 92 points = A-

87 - 89 points = B+

83 - 86 points = B

80 - 82 points = B-

77 - 79 points = C+

73 - 76 points = C

70 - 72 points = C-

65 - 69 points = D

Less than 65 points = Fail

Point distribution**Participation in class discussions: 30 points possible**

Students should participate in class discussion by posting their comments or questions and by responding to at least one other classmate each week. **Each weekly discussion is worth five (5) points.** The instructor expects each student to contribute at least one thoughtful, quality posting per week (including the response to a classmate). Just logging on and reading other people's postings is not considered participation, nor is mere agreement with others' postings.

Quality of participation is more important than their sheer frequency, length or grammatical form. Quality includes, but is not limited to:

- a) commentary on the lecture for the current topic;
- b) detailed sharing of a student's experience or research relative to the week's topic;
- c) opinions on the topic that are backed with compelling facts and reasoning;
- d) raising questions that help the class better understand the topic, particularly by proposing; and explaining implications that might have been overlooked in the lecture, or in previous discussion.

Quality participation also means conveying your experience, research, opinions, questions or commentary in a professional manner. Comments on projects produced by other students is an important part of the learning process. Comments must be made in a respectful and constructive manner. Disagreements among students are expected and often valuable, but they should be expressed tactfully, not in a confrontational tone.

Assignments: 60 points possible

Each weekly assignment will be worth 10 points. Assignment instructions will be found in Moodle's assignment area for each weekly outline. Completed assignments should be posted in the Assignments area as described in the assignment instructions.

Late assignments will automatically have one point subtracted for each day late, unless prior arrangements have been made with the instructor for late submission due to extenuating circumstances.

Final Assignment: 10 points possible

The final assignment will be posted in Week 7, and is to be submitted through the Final Assignment area by the due date listed in the instructions.

Final grade in class

Your unofficial grade in the class will be available to you no later than one week after the class ends, either posted in the 'Grades' area on your course site or emailed to you directly by the instructor.

Feedback Schedule

The instructor will provide feedback and points on graded assignments within one week of the due date of that work, unless otherwise noted in the assignment instructions. Late submissions may take longer. Feedback and points will either be posted online via the 'Grades' area, or emailed to you directly by the instructor. Your official final grade will be sent to you via 'snail mail'.

The instructor normally logs on at least once daily, every day of the week, although she may log on more often than once a day. Exceptions will be posted as an announcement on the Homepage, and will advise of time away from her home office or when working out of town.

The instructor's office hours are anytime via email at jessica-moodle@hotmail.com.

Student Conduct

Vancouver Island University students are expected to behave in a responsible manner respectful of the learning environment inside the classroom, whether attending in person or online. This policy applies to all Vancouver Island University campus and off-campus locations where Vancouver Island University sponsored activity is occurring. For further information, link to [Vancouver Island University's Student Conduct Code \(Policy 32.05\)](#), [Disruption-Free Learning and Working Environment Policy \(Policy 31.06\)](#), [Personal Harassment Policy \(Policy 21.05\)](#), and [Use of Information Technology \(Policy 45.01\)](#).