



**Bow Valley  
College**

## **Course Outline**

**DESN3203**

Web Design and  
Development  
Fall 2020 - Current

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**DESN3203** Web Design and Development**COURSE DESCRIPTION**

In this course, learners design, author, and publish websites meeting current standards. In groups or individually, learners address concerns such as design principles, frameworks, and deployment operability as related to real-world examples. Development artifacts include Hyper-Text Markup Language (HTML), cascading style sheets (CSS), and client-side scripting.

REQUISITES	None
EQUIVALENTS	None
CREDITS	3
HOURS	45
ELIGIBLE FOR PLAR	No
ZERO TEXTBOOK COST	Yes

**COURSE LEARNING OUTCOMES**

Bow Valley College is committed to ensuring our graduates can demonstrate their abilities in key areas that will make them effective citizens and encourage their development as lifelong learners. In addition to the discipline-specific skills that learners acquire in their programs, the College has identified ten learning outcomes.

**College-Wide Outcomes:**

1. Communication
2. Thinking Skills
3. Numeracy and Financial Literacy
4. Working with Others
5. Digital Literacy
6. Positive Attitudes and Behaviours
7. Continuous Learning
8. Health and Wellness Awareness
9. Citizenship and Intercultural Competence
10. Environmental Sustainability

# COURSE LEARNING OUTCOME(S)

COLLEGE WIDE  
OUTCOMES  
SUPPORTED

1	Select appropriate HTML elements to apply structure and semantic meaning to page content.	1, 2, 4, 5, 7, 9
2	Construct a variety of CSS rules and declarations using current selectors, properties, and values.	1, 2, 4, 5, 7, 9
3	Employ client-side scripting (ECMA/JavaScript) to manipulate visual and structural aspects of a page.	1, 2, 3, 4, 5, 6, 7, 9
4	Explain and incorporate principles that address the user interface, aesthetic, bandwidth, and functionality of web page design.	1, 2, 3, 4, 5, 6, 7, 9
5	Work in small groups to plan, build, deploy, and test a functional website that incorporates interactive elements, navigation, and sample content.	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
6	Research and identify current and future uses of web technologies.	1, 2, 4, 5, 6, 7, 9, 10

## COURSE MODULES AND SCHEDULE

*\*Course schedule subject to change, depending on delivery mode and term of study. For exact dates, please consult the Course Offering Information in Brightspace.*

## WEEK/HOURS MODULES

Week 1	Module 1: Foundations: • Identify UI, aesthetics, design principles, bandwidth and functionality of web page design • Discuss current trends and technologies • Assessments
Week 2	Module 1: Foundations: • Differentiate between needs and wants within a web project • Assessments
Week 3	Module 2: Tools & Technologies: • Describe the differences between HTML, CSS and JavaScript • Identify various web development tools • Arrange the steps required to deploy and maintain a website • Assess possible issues within building, deployment and maintenance • Differentiate between front-end, back-end and full-stack • Assessments
Week 4	Module 3: HTML: • Apply an understanding of HTML • Design and define a basic page structure • Demonstrate HTML content formatting • Assessments
Week 5	Module 3: HTML: Assessments
Week 6	Module 4: CSS: • Recall CSS basics (types of CSS and how they work) • Apply CSS core programming basics including syntax, terminology and naming conventions • Demonstrate skills within CSS by applying stylistic customization to a web page, such as color, typography and layout • Assessments
Week 7	Module 4: CSS: Assessments
Week 8	Module 5: Introduction to JS: • The DOM • Describe what JavaScript is and what it is used for • 20 things you should know about JS • Apply a functionality to a webpage using JavaScript • Explain about JS libraries ( example the uses of jQuery) • Assessments
Week 9	Reading Week
Week 10	Module 5: JavaScript functions: Assessments
Week 11	Module 5: JavaScript Array: Assessments
Week 12	Module 5: JavaScript Functions and execution context: Assessments
Week 13	Module 5: Using JavaScript Library: (jQuery, Node, React etc) JQuery basics
Week 14	Module 5: Using JavaScript Library: (jQuery, Node, React etc) JQuery basics learning activity
Week 15	Module 5: Project work and presentation week: Group work / Presentations

## ASSESSMENT

### COURSE

LEARNING OUTCOME(S)	ASSESSMENT	WEIGHT
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LEARNING OUTCOME(S)	ASSESSMENT	WEIGHT
1, 2, 3, 4	Quizzes	20%
1, 2, 3, 4, 5, 6	Learning activities	20%
1, 2, 3, 4, 5, 6	Assignments	30%
1, 2, 3, 4, 5	Project	30%

Important: For details on each assignment and exam, please see the Course Offering Information.

## PERFORMANCE STANDARDS

A minimum grade of D is required to pass this course. However, a program may require a higher grade in this course to progress in the program or to meet specific program completion requirements.

Please consult with the program area or contact the program chair for further details. A minimum Grade Point Average of 2.0 is required for graduation.

## GRADING SCHEME

Grade	Percentage	Grade Point	Description
A+	95-100	4.0	Exceptional: superior knowledge of subject matter
A	90-94	4.0	Excellent: outstanding knowledge of subject matter
A-	85-89	3.67	
B+	80-84	3.33	
B	75-79	3.0	Very Good: knowledge of subject matter generally mastered
B-	70-74	2.67	
C+	67-69	2.33	
C	64-66	2.0	Satisfactory/Acceptable: knowledge of subject matter adequately mastered
C-	60-63	1.67	
D+	57-59	1.33	
D	50-56	1.0	Minimal Pass
F	Less than 50	0.0	Fail: an unsatisfactory performance

## REQUIRED LEARNING RESOURCES

No textbook required.

Additional learning resources may be found in the Course Offering Information or in Brightspace.

### ADDITIONAL INFORMATION

Additional information may be found in the Course Offering Information or in Brightspace.

### ACADEMIC ACCOMMODATIONS

Learners with a disability (learning, physical, and/or mental health) may qualify for academic and exam accommodations. For more information, or to apply for accommodations, learners should make an appointment with Accessibility Services in the Learner Success Services (LSS) Department. Accessibility Services can also assist learners who may be struggling with learning but do not have a formal diagnosis. To make an appointment visit LSS on the first floor of the south campus or call 403-410-1440. It is the learner's responsibility to contact Accessibility Services and request academic accommodations. For more information, please visit our website at <http://www.bowvalleycollege.ca/accessibility>.

### INSTITUTIONAL POLICIES

Bow Valley College is committed to the highest standards of academic integrity and honesty. Learners are urged to become familiar with and uphold the following policies: Academic Integrity (500-1-7), Learner Code of Conduct, Procedures and Guidelines (500-1-1), Learner Appeals (500-1-12), Attendance (500-1-10), Grading (500-1-6), Academic Continuance and Graduation (500-1-5), and Electronic Communications (300-2-13). Audio or video recording of lectures, labs, seminars, or any other teaching and learning environment by learners is allowed only with consent of the instructor as part of an approved accommodation plan. Recorded material is to be used solely for personal study and is not being used or distributed without prior written consent from the instructor.

#### **Turnitin:**

Students may be required to submit their course work to Turnitin, a third-party service provider engaged by BVC. Turnitin identifies plagiarism by checking databases of electronic books and articles, archived webpages, and previously submitted student papers. Students acknowledge that any course work or essays submitted to Turnitin will be included as source documents in the Turnitin.com reference database, where it will be used solely to detect plagiarism. The terms that apply to a student's use of Turnitin are described on Turnitin.com.

#### **Online Exam Proctoring:**

Examinations for this course may require proctoring through an online proctoring service. Online proctoring enables online exam taking within a controlled and monitored environment, thereby enhancing academic integrity. Online proctoring may occur through a variety of methods, including but not limited to:

- a. live online proctoring where a remote invigilator authenticates identity and observes completion of an exam using specialized software and recordings;
- b. automated proctoring where the exam session is recorded and AI (artificial intelligence) analyzed;
- c. browser lockdown that limits access to other applications, websites, copying, printing, screen capture and other functions; or
- d. a combination of both live/automated proctoring and browser lockdown.

Course instructors will review recordings, analyses, and data obtained through online proctoring for academic integrity infractions. It is the student's responsibility to meet the technical, software, location, and identity verification requirements necessary to enable online proctoring.

Further details of these policies are available in the Academic Calendar and on the Bow Valley College website, [bowvalleycollege.ca](http://bowvalleycollege.ca).

Learners are encouraged to keep a copy of this course outline for future reference.

### **Collection of Personal Information:**

This course, including your image and voice, may be recorded and made available to you and other students taking the course section. By attending the class(es) online or in person, you consent to the collection of your personal information. If you do not wish to be recorded, please contact your instructor before starting the course/class to discuss alternative arrangements.

You may use the recordings only for educational purposes and you must not copy, share, or use the recordings for any other purpose without the instructor's express permission.

Your personal information is collected in accordance with section 33(c) of the Freedom of Information and Protection of Privacy Act (Alberta) to deliver academic programming, support learner flexibility, promote universal design for learning principles, and for purposes consistent with the course activities and outcomes. If you have any questions about the collection, disclosure, use, or protection of this information, please contact the College's Access and Privacy Officer at [foip@bowvalleycollege.ca](mailto:foip@bowvalleycollege.ca).