

# COURSE FILE SUMMARY

| COURSE INFORMATION                   |                             |                                            |                            |
|--------------------------------------|-----------------------------|--------------------------------------------|----------------------------|
| <b>College / Institute / Center:</b> | Management & Technology     | <b>Department:</b>                         | E-Commerce                 |
| <b>Program Title:</b>                | Bachelor of E-Commerce      | <b>Program Code:</b>                       | ECR                        |
| <b>Course Title:</b>                 | <b>Web Site Design</b>      | <b>Course Code:</b>                        | <b>CR416</b>               |
| <b># Hours:</b>                      | ----- 16hr -----<br>Lecture | ----- 56 hr -----<br>Lab / <u>Tutorial</u> | ----- 3 hr -----<br>Credit |
| <b>Pre Requisites: CR411</b>         |                             |                                            |                            |

## COURSE AIM

This course covers everything from basic website to banner ads and interactive e-commerce sites. The course covers basic web site design, navigation, and construction. This course covers those topics: design webpage, usability, site navigation, cascading style sheets, and site testing.

## COURSE OBJECTIVES

This course prepares students with necessary skills for building web sites. These skills help students apply business objectives to the different components of a business Web site. The course builds on skills and concepts from other courses on programming, E-business, Databases, Systems and analysis and design, etc.

## STAFF REQUIREMENTS

|                          | Qualifications            | Special Skills | Number |
|--------------------------|---------------------------|----------------|--------|
| Lectures                 | Ph.D. CS or MIS           |                | 1      |
| Tutorials                | B.Sc. or M. Sc. CS or MIS |                | 1      |
| Laboratories / Workshops |                           |                |        |

## LECTURE SCHEDULE

| Lecture |                    |     | Description                                       |
|---------|--------------------|-----|---------------------------------------------------|
| #       | Week               | Hrs |                                                   |
| 1       | 1 <sup>st</sup> .  | 1   | Introduction to usability                         |
| 2       | 2 <sup>nd</sup> .  | 1   | Web user experience                               |
| 3       | 3 <sup>rd</sup> .  | 1   | Usability navigation convention                   |
| 4       | 4 <sup>th</sup> .  | 1   | Breadcrumbs, tabs and pull down menus             |
| 5       | 5 <sup>th</sup> .  | 1   | Drop Down Menus                                   |
| 6       | 6 <sup>th</sup> .  | 1   | Page layout and visual design usability guideline |
| 7       | 7 <sup>th</sup>    | 1   | <b>7th Week Exam.</b>                             |
| 8       | 8 <sup>th</sup> .  | 1   | Homepage guideline                                |
| 9       | 9 <sup>th</sup> .  | 1   | Homepage guideline continued                      |
| 10      | 10 <sup>th</sup> . | 1   | Form design, search and feedback                  |
| 11      | 11 <sup>th</sup> . | 1   | Writing style and web content guideline           |
| 12      | 12 <sup>th</sup> . | 1   | Flash usability guideline                         |
| 13      | 13 <sup>th</sup> . | 1   | Usability testing                                 |
| 14      | 14 <sup>th</sup> . | 1   | Accessibility guideline                           |
| 15      | 15 <sup>th</sup> . | 1   | <b>12<sup>th</sup> Week Exam.</b>                 |
| 16      | 16 <sup>th</sup> . | 1   | <b>Project Presentation</b>                       |

## TEXT BOOKS

| Code* | Description                                                                                                    |
|-------|----------------------------------------------------------------------------------------------------------------|
| TB    | Don't make me think: A common sense approach to web usability (2 <sup>nd</sup> edition)<br>ISBN: 9780321344755 |

## REFERENCE BOOKS

| Code* | Description                                    |
|-------|------------------------------------------------|
| RB    | Building Basic News Sites by Lieb, McGraw-Hill |

## TUTORIAL SCHEDULE

| Tutorial |                  |     | Topic                                                            |
|----------|------------------|-----|------------------------------------------------------------------|
| #        | Week             | Hrs |                                                                  |
| 1        | 2 <sup>nd</sup>  | 4   | Introduction the flash authoring tool                            |
| 2        | 3 <sup>rd</sup>  | 4   | Creating and modifying simple and complex graphics               |
| 3        | 4 <sup>th</sup>  | 4   | Understanding animation (motion tween, mask motion tween)        |
| 4        | 5 <sup>th</sup>  | 4   | (shape tween, frame by frame technique)                          |
| 5        | 6 <sup>th</sup>  | 4   | Building button for interactivity                                |
| 6        | 7 <sup>th</sup>  | 4   | Basic interactivity using behaviors                              |
| 7        | 8 <sup>th</sup>  | 4   | <b>Mid Term Exam</b>                                             |
| 8        | 9 <sup>th</sup>  | 4   | Adding sound ,adding video                                       |
| 9        | 10 <sup>th</sup> | 4   | Building complexity animation                                    |
| 10       | 11 <sup>th</sup> | 4   | Advanced buttons and event detection                             |
| 11       | 12 <sup>th</sup> | 4   | Controlling multiple timelines                                   |
| 12       | 13 <sup>th</sup> | 4   | Managing outside communication, Controlling movie clip and sound |
| 13       | 14 <sup>th</sup> | 4   | <b>12<sup>th</sup> exam</b>                                      |
| 14       | 15 <sup>th</sup> | 4   | Project presentation                                             |
|          |                  |     |                                                                  |

## LABORATORY WORKSHOP SCHEDULE

| Laboratory |      |      |      | Description |
|------------|------|------|------|-------------|
| #          | Week | Hrs. | Code |             |
|            |      |      |      |             |
|            |      |      |      |             |
|            |      |      |      |             |
|            |      |      |      |             |
|            |      |      |      |             |
|            |      |      |      |             |

## COMPUTER USAGE

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## GRADING AND ASSESSMENT METHOD

| Week # | Points | Written | Oral      | Term Paper | Continuous | Thesis | Practical |  |  |
|--------|--------|---------|-----------|------------|------------|--------|-----------|--|--|
| 7      | 30     | 10      |           |            |            |        | 20        |  |  |
| 12     | 0      | 0       |           |            |            |        | 20        |  |  |
| 1-15   | 30     |         |           |            | 10         |        |           |  |  |
| 16     | 40     | 15      | <b>10</b> | 15         |            |        |           |  |  |

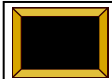
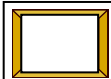






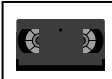
## READING MATERIAL

| Code*                                                                                      | Description |
|--------------------------------------------------------------------------------------------|-------------|
|                                                                                            |             |
|                                                                                            |             |
|                                                                                            |             |
|                                                                                            |             |
| * TB : Text Book      RB: Reference Book      ST: Standards / Codes      LN: Lecture Notes |             |

## SUPPLEMENTARY MATERIAL

| Code*                                                                                                                                                   | Description |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
|                                                                                                                                                         |             |
|                                                                                                                                                         |             |
|                                                                                                                                                         |             |
|                                                                                                                                                         |             |
|                                                                                                                                                         |             |
| *PR: Periodical      SW: Software      VT: Video Tape      OS: Overhead Slide Projector<br>MD: Model      AC: Audio Cassette      NC: Notebook Computer |             |

## EDUCATIONAL RESOURCES

|                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                       |                                                                                       |                                                                                       |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |  |  |  |  |  |
| <input type="checkbox"/>                                                            | <input checked="" type="checkbox"/>                                                 | <input type="checkbox"/>                                                            | <input type="checkbox"/>                                                            | <input type="checkbox"/>                                                            | <input type="checkbox"/>                                                            | <input type="checkbox"/>                                                              | <input checked="" type="checkbox"/>                                                   | <input type="checkbox"/>                                                              |

**Prepared by:**

Designation: Course Coordinator

Name: Dr. Mahmoud Youssef

Sign:

Date: 2/8/2009

**Approved by:**

Designation: Program Manager

Name: Dr. Mahmoud Youssef

Sign:

Date: 2/8/2009