

**COURSE SYLLABUS**

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Web Design	VCDE 312	6	Theory 2	Practice 2	3	5
Course Type	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
	-	-	Yes	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		Yes		-	

<b>Language of Instruction</b>	English
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Course Instructor(s)	Masoud Moradi	E-mail : masoud.moradi@arucad.edu.tr	
		Office : IT-OFF18	
Course Objectives	This course introduces the fundamentals of web design and front-end development, focusing on user-oriented design principles and cross-device/browser compatibility. By exploring HTML, CSS, and introductory PHP—along with tools like Adobe Muse and WordPress—students will develop web pages and websites suitable for professional and personal use. Emphasis is placed on user friendliness, responsive layouts, and search engine optimization (SEO)		
Course Learning Outcomes	Students will able to:	Teaching Methods	Evaluation Methods
	Create their own websites - Plan, design, and build basic websites. - Organize site structure and layout effectively.	- Lectures - In-class demonstrations - Lab discussions (theory-based)	- Midterm Exam - Final Exam
	Understand the importance of web design and distinguish between static vs. dynamic sites.	- Lectures - Case studies - Instructor notes	- Midterm Exam - Final Exam

<b>Course Content</b>	<ul style="list-style-type: none"> <li>- Compare the features, advantages, and limitations of static vs. dynamic approaches.</li> <li>- Apply user-centered principles to design decisions</li> </ul>		
	Design and prepare all necessary elements for a website to be coded and finalized. <ul style="list-style-type: none"> <li>- Produce design mockups and gather content/resources for implementation.</li> <li>- Incorporate usability, accessibility, and SEO best practices in planning.</li> </ul>	<ul style="list-style-type: none"> <li>- Lectures</li> <li>- Project-based tasks</li> <li>- Peer review sessions</li> </ul>	<ul style="list-style-type: none"> <li>- Midterm Exam</li> <li>- Final Exam</li> </ul>
	Prepare interactive presentations using site technologies. <ul style="list-style-type: none"> <li>- Explore tools like WordPress and Adobe Muse for interactive, media-rich projects.</li> <li>- Leverage basic plug-ins/extensions for site customization.</li> </ul>	<ul style="list-style-type: none"> <li>- Lectures</li> <li>- Tool demonstrations</li> </ul>	<ul style="list-style-type: none"> <li>- Final Exam</li> </ul>
	<input type="checkbox"/> Different types of websites (static, dynamic) and their use cases. <input type="checkbox"/> Basics of HTML (text formatting, links, images, lists, tables, forms). <input type="checkbox"/> Introduction to CSS (layout, responsive design). <input type="checkbox"/> Fundamentals of PHP to enable basic dynamic functionality. <input type="checkbox"/> WordPress setup, personalization, and plugin/extension use. <input type="checkbox"/> Portfolio and presentation websites: planning and content creation..		

**COURSE OUTLINE/SCHEDULE**

<b>Week</b>	<b>Topic</b>	<b>Implementati on (theory/practi ce)</b>	<b>Required Reading, Preliminary preparation</b>
1	Course syllabus review. Introduction to web development and design. What is Web Design.	T/P	Instructor Notes
2	Introduction to HTML.	T/P	Instructor Notes
3	HTML Text Formatting and Styles	T/P	Instructor Notes

4	HTML Links, Images, and Lists	T/P	Instructor Notes
5	HTML Tables	T/P	Instructor Notes
6	HTML Forms	T/P	Instructor Notes
7	Input Types and Attributes: Text, Password, Radio, Checkbox, Submit, etc. Form Validation and Accessibility	T/P	Instructor Notes
8	<b>MIDTERM WEEK</b>	<b>Midterm</b>	
9	Introduction to CSS	T/P	Instructor Notes
10	CSS Layouts	T/P	Instructor Notes
11	Responsive Web Design	T/P	Instructor Notes
12	Introduction to PHP	T/P	Instructor Notes
13	Introduction to Wordpress	T/P	<a href="http://www.wordpress.org">www.wordpress.org</a>
14	WordPress	T/P	<a href="http://www.wordpress.org">www.wordpress.org</a>
15	WordPress	T/P	<a href="http://www.wordpress.org">www.wordpress.org</a>
16	Project Review	T/P	
17	<b>FINAL EXAM WEEK</b>		

<b>Required Course Material(s) / Reading(s)/ Text Book(s)</b>	Web application design handbook best practices for web-based software / Susan L. Fowler and Victor R. Stanwick.by Fowler, Susan L, 1953-Stanwick, Victor R, 1958- Call number: TK5105.8883 .F69 2004.
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<b>Recommended Course Material(s)/ Reading(s) /Other</b>	<input type="checkbox"/> <b>Adobe Muse</b> (Page builder tool)  <input type="checkbox"/> <b>WordPress</b> (open-source web software)
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<b>ASSESSMENT</b>		
<b>Learning Activities</b>	<b>NUMBER</b>	<b>WEIGHT in %</b>
Mid-Term	1	40
Quiz		
Assignment		
Project		
Field Study		
Presentation / Seminar		
Studio Practice		
Other		
<b>Contribution of Final Examination/Final Project/ Dissertation to the Final Grade</b>	1	60
<b>TOTAL</b>		100

	CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES					
	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	Knows the historical development of the field of communication, basic concepts, theories and research methods.	√				
2	Knows the principles and elements of basic design.			√		
3	Knows the history, theories and theorists of visual communication.	√				

4	Knows advanced practical skills in various commercial and creative contexts, including graphic and audiovisual multimedia design.			√	
5	Knows national and international ethical rules, standards and legal documents on communication and visual communication design.		√		
6	Able to use the tools, methods and techniques and computer software required for visual communication design applications.				√
7	Able to produce innovative and original works that reflect abstract and concrete concepts by emphasizing creativity			√	
8	Has the knowledge and skills to transform creative and innovative ideas into graphic, photographic, typographic, illustrative, 2 and 3-dimensional, animated and interactive visual expressions.				√
9	Applies visual communication design techniques with design technologies in developing and changing media environments.			√	
10	Has the competence to create visuals with designs that emphasize aesthetics in design processes.	√			
11	Has the competence to define the problem, solve the problem, plan, manage the project and present in the design-based project development process.			√	
12	Has the ability to use research methods and techniques in the field of Visual Communication.		√		
13	Has the competence to research, plan, implement and report during the project phase.			√	
14	Has the competence to establish the connection between design and aesthetic values.			√	
15	Has the competence to interpret universal visual culture and associate the ties of symbols with universal visual culture.		√		
16	Has the competence to analyze, understand and interpret projects in the field of visual communication design with a critical and independent approach.	√			
17	Has the skills and competence to turn their designs into a portfolio document and present them.		√		
18	Knows how to integrate and use digital technologies and artificial intelligence-based/ supported design tools creatively and innovatively in visual communication design and production stages.			√	
19	Evaluates artificial intelligence applications in design studies with a critical approach in terms of aesthetics and originality, and uses them in accordance with ethical rules.			√	

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	16		3	48
Preliminary Preparation and self- study				
Mid-Term	1		35	35

Quiz				
Assignment				
Project				
Field Study				
Presentation / Seminar				
Studio Practice				
Final Examination/ Final Project/ Dissertation	1		48	48
Other				
<b>TOTAL WORKLOAD</b>				131
<b>TOTAL WORKLOAD / 25</b>				5.24
<b>ECTS</b>				5

**ETHICAL RULES WITH REGARD TO THE COURSE**
**Plagiarism Disclaimer**

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional life.

Plagiarism is easy to avoid if you make sure you thoroughly identify and recognize your sources and do not copy from visual examples, designs or notes taken directly from your sources word for word. The maximum citation limit cannot exceed 20%. Artificial intelligence citations are also considered within this scope. If proven otherwise, the student will fail the course.

**ASSESSMENT DETAILS AND EVALUATION CRITERIA:**

Final grades are determined by **Mid-Term (40%)** and **Final Examination/Project (60%)**, following the **Education and Examination Regulations**.

- Students will create and refine web design projects, applying concepts such as HTML, CSS, and WordPress usage.
- Attendance is **70%** mandatory. Health reports can be used within **30%** absence allowance.
- **Late Submissions:** Not accepted unless cleared with the instructor under exceptional circumstances.

**PREPARED BY**

Dr. Masoud Moradi

<b>UPDATED</b>	28.03.2025
<b>APPROVED</b>	

