



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		The Internet Web Design							
Course Code		HAT252		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	1	Practice	2	Laboratory	0
Objectives of the Course		To be able to grasp the basic logic of the Web site. To be able to provide the design of a fast and active website by using logic.dating site							
Course Content		Introduction to Web Design, Introduction to PHP, PHP applications, PHP, Web Site Content Management Systems Identification with Joomla Professional Web Site Design (Setup - Admin Panel - Content Placement - Module and Component Installation - Database Backup and Security)							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study, Project Based Study, Individual Study					
Name of Lecturer(s)		Lec. Nurdanur TAVLAN SOYDAN							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	Web Design Directory, Aydemir, M, İstanbul, 2011.
2	Web Design Guide, Balaban, E., İstanbul, 2013.
3	Modern Web Design, Yalçın, H., İstanbul, 2012.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Web Design
2	Theoretical	PHP: Hypertext Processing (Personal Home Page) and Code Practices
3	Theoretical	PHP Practices - I
4	Theoretical	PHP Practices - II
5	Theoretical	PHP Practices - III
6	Theoretical	PHP Practices - IV
7	Theoretical	PHP Practices - V
8	Intermediate Exam	Midterm Exam
9	Theoretical	Introduction to PHP Content Management Systems
10	Theoretical	With Joomla Professional Web Site Design (Setup)
11	Theoretical	With Joomla Professional Web Site Design (Admin Panel)
12	Theoretical	With Joomla Professional Website Design (Content Placement)
13	Theoretical	With Joomla Professional Web Site Design (Module and Component Installation)
14	Theoretical	With Joomla Professional Web Site Design (Database Backup and Security)
15	Theoretical	General Review
16	Final Exam	Final Exam
17	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	1	28
Lecture - Practice	14	1	2	42
Midterm Examination	1	1	1	2



Final Examination	1	2	1	3
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	To comprehend the logic of web site design.
2	To be able to realize web design.
3	To be able to control web page components.
4	To publish personal web page or site.
5	To be able to design personal business cards, to design CV, to prepare an interactive portfolio.

### Programme Outcomes (Public Relations and Publicity)

1	To be able to possess theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	To be able to own an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	To be able to possess a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	To be able to possess a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	To be able to widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	To be able to use competence on computer softwares about the field and on the other communication technologies.
7	To be able to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	To be able to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents in the field.
9	To be able to apply the ethical and legal rules that students learned while exercising the occupation.

### Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	1	1	2	2	2
P2	1	1	3	2	3
P3	1	1	3	2	3
P4	1	1	2	2	2
P5	1	1	2	2	2
P6	5	5	3	3	3
P7	4	4	3	3	3
P8	2	2	4	3	3
P9	1	1	2	2	2

