

Faculty of Architecture**Department:** Arts**Professional area:** Fine Arts**Major:** Computer Graphic Advertising Design**Educational-and-qualification Degree:** Master**COURSE DESCRIPTION**

1. Course unit title: WEB Design and Multimedia Part II
2. Course unit code: INF 2050
3. Type of course unit: elective
4. Level of course unit: Master
5. Year of study: first
6. Semester: second
7. Number of ECTS credits allocated: 3
8. Name of lecturer: Prof. Dr. Teodora Bakardzhieva
9. Learning outcomes of the course unit: The course in Web Design and Multimedia Part II aims to build further knowledge of building a web site. Students acquire basics of Cascading Style Sheets - CSS and their appliance in creating web sites with Adobe Dreamweaver software. Students learn techniques to promote sites in search engines (SEO) as well as Google - Webmaster tools.
10. Mode of delivery: Face-to-face
11. Prerequisites and co-requisites: Students need to have basic knowledge of web design and ability to work with Adobe Dreamweaver software, obtained in the course Web Design and Multimedia Part I.
12. Course contents: Web standards. XHTML, HTML 5.0; Cascading Style Sheets (CSS) - Introduction; CSS Classes; Text formatting with CSS; Adobe Dreamweaver - implementation of Cascading Style Sheets; External style sheets attachment; Create new Cascading Style Sheets rules, change properties; Adobe Dreamweaver – Placement of CSS elements on a Webpage - creating div elements, exporting styles; Site optimization. SEO (Search Engine Optimization); Google - Webmaster tools
13. Recommended and/or required reading:
 - Required reading:*
 1. Adobe Dreamweaver CS3: Официален учебен курс. София, СофтПрес, 2008.
 2. Бакърджиева Т., Създаване на Web сайтове и оптимизация за търсачки – SEO. ВСУ „Черноризец Храбър”, Университетско издателство, 2011.
 3. Соколов, Сергей. CSS 3 в примери. Изд. Асеновци, 2009.
 - Recommended reading:*
 1. Murphy, Christopher, Clark, Richard, Studholme, Oli. Beginning HTML5 and CSS3 - Next Generation Web Standards. Apress, 2011
14. Planned learning activities and teaching methods: Lectures, contact hours, seminars, a course project.
15. Assessment methods and criteria: Written and oral parts of the examination form 40% of the assessment. Projects –defence of a course project. Students develop a course project – web site on a chosen by them topic using Cascading Style Sheets and meeting the requirements of the optimization. The course assignment forms 40% of the total assignment. Active work during the seminars dives points which form 20% of the assignment. Students get information about their continuous assessment during the seminars, contact hours in person or online.
16. Language of instruction: Bulgarian
17. Work placement: none