



# Web Design Courses: Integrate Skills, Judgment and Perspective

Laura Cameron

# Thesis

- Web design courses need
  - Integrate skills
  - Proper judgment decisions
  - Perspective, Internet impacts our lives

HOW DO YOU TEACH THAT?

# Skills

“Computers are taught first not because they are more important than knowledge, but because technology presents immediate barriers.”

-Claude Cookman

(42)

# Judgment

- Creativity (defined):

- “the process of sensing problems or gaps in information, forming ideas, testing and modifying, and communicating the results”  
(Coleman 6-9)

# Perspective

- The Internet influences our lives
  - Communication
  - Information
  - Shopping
  - Dating
  - Music
  - Business

# Research Questions

- R1. What are some successful methods of integrating skills in a Web design course at an undergraduate level?
- R2. What role does judgment play in the Web design process?
- R3. What is the importance of understanding the growing environment of new media?
- R4. What are some other issues and challenges that are involved in teaching a Web design course at an undergraduate level?
- R5. Did the Web design course in undergraduate school initiate a more positive feeling toward that profession?

# Methodology

- What: Web Design Class
- Who: Undergraduate students
- When: Fall 2007
- Where: Briar Cliff University, Sioux City, IA

# Methodology

## ● How:

- Quantitative

- Likert scale

- I feel confident in using the computer and software programs needed to create a Web site?

- Qualitative

- Descriptive Survey

- Honest Opinion

# Works Cited

- Coleman, Renita, and Jan Colbert. "Grounding the Teaching of Design in Creativity." Journalism & Mass Communication Educator 56.2 (2001): 4. ProQuest Research Library. ProQuest Information and Learning. Briar Cliff U Lib., Sioux City, IA. 27 Apr. 2007.
- Cookman, Claude. "A Computer-Based Graphics Course and Students' Cognitive Skills." Journalism & Mass Communication Educator 53.3 (1998): 37-50. ProQuest Research Library. ProQuest Information and Learning. Briar Cliff U Lib., Sioux City, IA. 27 Apr. 2007.
- Dixon, Helen, and Barry Quinn. "Franchising and the Internet: An Exploratory Study of Franchisor Web Sites." Internet Research 14.4 (2004): 311-322. ProQuest Research Library. ProQuest. Briar Cliff U Lib., Sioux City, IA. 4 May 2007.
- Friedland, Lewis A., and Sheila Webb. "Incorporating Online Publishing into the Curriculum." Journalism & Mass Communication Educator 51.3 (1996): 54. ProQuest Research Library. ProQuest Information and Learning. Briar Cliff U Lib., Sioux City, IA. 27 Apr. 2007.
- Koretz, Gene. "The Web's Chilling Trend?" Business Week 5 June 2000: 36. ProQuest Research Library. ProQuest. Briar Cliff U Lib., Sioux City, IA. 4 May 2007.
- O'Donnell, Michael. "Teaching Publication Design with Desktop Publishing." The Journalism Educator 49.4 (1995): 47. ProQuest Research Library. ProQuest Information and Learning. Briar Cliff U Lib., Sioux City, IA. 27 Apr. 2007.
- Royal, Cindy. "Teaching Web Design in Journalism and Mass Communications Programs: Integration, Judgment, and Perspective." Journalism & Mass Communication Educator 59.4 (2005): 400-415. ProQuest Research Library. ProQuest Information and Learning. Briar Cliff U Lib., Sioux City, IA. 27 Apr. 2007.
- Sanders, William B. Creating Learning-Centered Courses for the World Wide Web. Ed. Stephen D. Dragin. Needham Heights: Allyn & Bacon, 2001.
- Scott, Sandra Davidson. "The Technological Challenge for Curriculum and Instruction." Journalism & Mass Communication Educator 50.2 (1995): 30. ProQuest Research Library. ProQuest Information and Learning. Briar Cliff U Lib., Sioux City, IA. 27 Apr. 2007.
- Sprout, Alison L. "Looking for Love in All the Web Places." Fortune 3 Mar. 1997: 186. ProQuest Research Library. ProQuest. Briar Cliff U Lib., Sioux City, IA. 4 May 2007.
- Sutherland, Patrick J., and Robert K. Stewart. "How Accredited Programs Use the World Wide Web." Journalism & Mass Communication Educator 54.1 (1999): 16. ProQuest Research Library. ProQuest Information and Learning. Briar Cliff U Lib., Sioux City, IA. 27 Apr. 2007.
- Walker, Kristin. "Theoretical Foundations for Website Design Courses." Technical Communication Quarterly 11.1 (2002): 61-83. ProQuest Research Library. ProQuest Information and Learning. Briar Cliff U Lib., Sioux City, IA. 27 Apr. 2007.
- Crowley, Michael. The Department of Mass Media Handbook. 9 May 2007  
<<http://www.briarcliff.edu/departments/massmedia/handbook.asp>>.