



**Level 5 Diploma in eCommerce & Web Design (901)**  
**176 Credits**



<b>Unit:</b> HTML Authoring	<b>Guided Learning Hours:</b> 200
<b>Exam Paper No.:</b> 2	<b>Number of Credits:</b> 20
<b>Prerequisites:</b> Basic knowledge of computers and file management.	<b>Corequisites:</b> A pass or higher in Diploma in Information Technology or equivalence
<p><b>Aim:</b> Learners learn how HTML fits into the web design process, use HTML to format text, insert hyperlinks, place images, and organise pages with tables. The unit covers the basic principles of web page construction, editing and formatting HTML documents. Hypertext Markup Language (HTML) is the language that drives the World Wide Web. HTML is the core computer language used to create web pages. The unit looks at the hundreds of tags used to format and layout the information in a Web page and the specific functions for embedding graphics, audio, video, and interactive documents. The use of frames and forms to create more advanced web pages, make hyperlinks to other pages, make tables, build forms, embed and optimise images is also covered. The unit also covers HTML Elements, HTML Attributes, HTML Headings, HTML Paragraphs, HTML Formatting, HTML Fonts, HTML Styles, HTML Links, HTML Images, HTML Tables, HTML Lists, HTML Forms, HTML Frames, HTML Iframes, HTML Colors, HTML Colornames and HTML Colorvalues.</p>	
<b>Required Materials:</b> Recommended Learning Resources.	<b>Supplementary Materials:</b> Lecture notes and tutor extra reading recommendations.
<b>Special Requirements:</b> This is a hands-on unit, hence use of computers is mandatory.	
<p><b>Intended Learning Outcomes:</b></p> <p>1 How a browser displays a Web page; the structure of the World Wide Web, the basic principles of Web documents and development of a Basic Web Page.</p> <p>2 How to add Hypertext Links to a Web Page, the types of hyperlinks, absolute URLs; relative URLs, named anchors and the problem of link maintenance.</p> <p>3 How to add colors to a Web page, background patterns, images to a Web page, the differences between when to employ the GIF,</p>	<p><b>Assessment Criteria:</b></p> <p>1.1 Design HTML tags and demonstrate how to create a HTML document</p> <p>1.2 Demonstrate how to view a HTML file using a Web browser</p> <p>1.3 Explain how to use HTML tags for text, headings, paragraphs, and lists</p> <p>1.4 Demonstrate how to insert character tags into an HTML document</p> <p>1.5 Demonstrate how to insert an inline graphic image into a HTML document</p> <p>1.6 Describe how to add special characters to an HTML document</p> <p>1.7 Demonstrate how to insert horizontal lines into a HTML document.</p> <p>2.1 Describe how to create hypertext links between elements within a Web page</p> <p>2.2 Describe how to create hypertext links between Web pages</p> <p>2.3 Review basic Web layout page structures</p> <p>2.4 Describe how to create hypertext links to Web pages on the Internet</p> <p>2.5 Distinguish between and be able to use absolute and relative pathnames</p> <p>2.6 Describe how to create hypertext links to various Internet resources, including FTP servers and newsgroups.</p> <p>3.1 Demonstrate how HTML handles color</p> <p>3.2 Describe how to create a color scheme for a Web page</p> <p>3.3 Demonstrate how to work with font</p>

<p>JPEG and PNG file formats and the use of relative addresses for image files. .</p>	<p>sizes, colors, and types</p>
	<p>3.4 Demonstrate how to place a background image on a Web page</p>
	<p>3.5 Define colors for a Web page and for specific characters</p>
	<p>3.6 Explain how to control the placement and appearance of images on a Web page</p>
	<p>3.7 Demonstrate working with client-side image maps</p>
<p>4 The structure of HTML tables, table attributes and how tables can be used to format text and graphics.</p>	<p>4.1 Demonstrate how to create a text table</p>
	<p>4.2 Describe how to create a table using the <code>&lt;table&gt;</code>, <code>&lt;tr&gt;</code>, and <code>&lt;td&gt;</code> tags</p>
	<p>4.3 Describe how to create table headers and captions</p>
	<p>4.4 Define how to control the appearance of a table and table text</p>
	<p>4.5 Describe how to create table cells that span several rows or columns</p>
	<p>4.6 Describe how to use nested tables to enhance page design</p>
<p>5 How to use Frames in a Web Site and how frames can be used to facilitate Web site navigation.</p>	<p>5.1 Explain the process of creating frames for a Web site</p>
	<p>5.2 Describe how to control the appearance and placement of frames</p>
	<p>5.3 Describe how to control the behaviour of hyperlinks on a Web page with frames</p>
	<p>5.4 Demonstrate using reserved target names to specify a target for a hypertext link</p>
	<p>5.5 Describe how to modify the appearance of frame borders</p>
	<p>5.6 Describe how to create and implement floating frames.</p>
<p>6 Analysing Web Page Forms and outlining the importance of forms as the only way users can interact with a site.</p>	<p>6.1 Learn about CGI scripts</p>
	<p>6.2 Review the various parts of an online form</p>
	<p>6.3 Describe how to create form elements</p>
	<p>6.4 Describe how to create a hidden field on a form</p>
	<p>6.5 Illustrate how to work with form attributes</p>
	<p>6.6 Learn how to send data from a form to a CGI script</p>
	<p>6.7 Learn how to send form information without using CGI scripts.</p>
<p>7 Cascading Style Sheets (CSS); the format of the CSS file; optimizing and formatting CSS using a variety of different compression settings.</p>	<p>7.2 Describe the history and theory of cascading style sheets</p>
	<p>7.3 Describe how to create inline styles, embedded styles, and style sheets</p>
	<p>7.4 Describe style precedence and style inheritance</p>
	<p>7.5 Demonstrate how to use cascading style sheets to format paragraphs, lists, and headings</p>
	<p>7.6 Define document content with the class and id attributes and create styles for them</p>

	7.7	Describe how to mark document content with the <b>&lt;div&gt;</b> and <b>&lt;span&gt;</b> tags and create styles for them
	7.8	Describe how to use cascading styles to design page layout
<p><b>Methods of Evaluation:</b> A 2½-hour written examination paper with five essay questions, each carrying 20 marks. Candidates are required to answer all questions. Candidates also undertake project/coursework in HTML Authoring with a weighting of 100%.</p>		

### Recommended Learning Resources: HTML Authoring

<b>Text Books</b>	<ul style="list-style-type: none"> <li>• HTML, XHTML, and CSS, Sixth Edition (Visual Quickstart Guide) by Elizabeth Castro. ISBN-10: 0321430840</li> <li>• Build Your Own Website The Right Way Using HTML &amp; CSS by Ian Lloyd. ISBN-10: 0975240293</li> <li>• The Ultimate HTML Reference by Ian Lloyd. ISBN-10: 0980285887</li> </ul>
<b>Study Manuals</b> 	BCE produced study packs
<b>CD ROM</b> 	Power-point slides
<b>Software</b> 	Web Browser Software