

Common Course Outline
EBUS 152
Web Site Usability and Accessibility
3 Semester Hours

The Community College of Baltimore County

Description

This course will explore the concepts of Web usability. Students will learn how to apply these concepts to page content, site design, and navigation. Usability testing and search engine retrieval will also be included. Students will also discuss how accessibility compliance issues impact Web design.

Prerequisite: CINS 146 or permission of program coordinator

Overall Course Objectives

Upon completion of this course the student will be able to:

1. Design an accessible and usable Web site that will work with a variety of platforms;
2. Create a Web page which optimizes response times;
3. Explain the function and purpose of structural-navigation, associative, and additional reference links;
4. Determine which type of link is appropriate for a Web page;
5. Explain the benefits of style sheets in Web page design;
6. Explain the advantages and disadvantages of frames in designing a Web page;
7. Explain how users read on the Web;
8. Structure text that is compatible with how users read;
9. Identify the pros and cons of using multimedia content elements in Web page design;
10. Identify the purpose of the Web site and how it effects the design of navigational structure;
11. Explain how to group information within a site;
12. Explain the various techniques used in designing Website navigation;
13. Identify the criteria and methods of testing usability;
14. Identify tools used to test usability;
15. Explain the regulation compliance and legal issues related to Web page design;
16. Describe how visual, auditory, speech, motor, and cognitive disabilities impact Web accessibility;
17. Describe how search engines produce a result set and how they determine Relevancy Ranking;
18. Explain the procedure for submitting a Website to a search engine;
19. Explain how “Meta Tags” are used by search engines; and
20. Evaluate Web sites for usability and accessibility.

Major Topics

- I. Web Site Usability
 - A. Designing a Usable Site
 1. Platform issues
 2. Response times

3. Types of Links
 4. Use of style sheets
 5. Use of frames
 - B. Structuring Web Page Content
 1. How users read on the Web
 2. Use of multimedia content
 3. Information architecture
 - C. Evaluating a Site for Usability
 1. Purpose of the site
 2. Navigational structures
 - D. Usability Testing
 1. Methods
 2. Tools
- II. Web Site Accessibility
- A. Kinds of Accessibility
 - B. Compliance with Accessibility Standards
- III. Maximizing Search Engine Retrieval
- A. How Search Engines Work
 - B. Use of Meta Tags
 - C. Submitting a Web Site for Inclusion in Search Directories

Course Requirements

Grading/exams: Grading procedures will be determined by the faculty member, will be provided the first week of class and will include:

1. Three Web Site Evaluation Reports – 20%
2. Web Site Design Project – 60%
3. Final Exam – 20%

Writing: The individual faculty member will determine specific writing assignments.

Other Course Information

- This course is a required course for the Technology Track of the E-Business Program.
- This course is taught online.

Individual faculty members may include additional course objectives, major topics, and other course requirements to the minimum expectations stated in the Common Course Outline.

Date Revised: 12/01/02