

# Hypertext Documents

OST: Micropublishing and Hypermedia • Fall 2017  
Faculty of Arts, Business, and Social Sciences • Vanier College

**412-HSV-VA**

Sec. 01 • Mon 14h30–17h30 + Wed 16h00–18h00  
Sec. 02 • Mon 10h00–13h00 + Wed 10h30–12h30

The purpose of this course is to teach the students how to create documents for ultimate distribution on the Internet or an organization's Intranet. Students will produce a variety of web documents using technologies such as HTML5, CSS3, JavaScript, jQuery, PHP and MySQL.

## COURSE INFORMATION

3.00 credits 1-4-4  
75 hours 5 hours/week

### Teaching Methods

All classes are held in a computer lab and combine lectures and exercises with projects.

An *Exercise* is an in-class activity directed by the teacher, it is usually completed in one period, sometimes can be finished at home.

A *Project* is a more substantial activity, most of it is done outside of class over several days, some in-class time will be reserved for project work and critique.

### Teacher

Hugo L. Casanova  
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Contact me via email or Facebook Messenger to schedule appointments outside class time; or see me in the labs.

## PROJECTS OVERVIEW

More detailed assignment sheets will be distributed in class.

**Project 1. Fascinating Datasheet.** You will create a simple website on a single fascinating topic. Once the site is completed, you will optimize it to enhance its performance in search engines (SEO). You will fine tune the content, develop meta and other tags, create sitemap.xml and robots.txt files, you will adjust all the details of the site so search engines like Google give it value and rank it higher.

**Project 2. Wordpress Theme.** For this long-term project with multiple steps, you will develop a Wordpress Theme. You will create templates and setup the back end of a site within a Wordpress framework. You will also write and publish content for your site. To further develop your theme, you will optimize its templates so articles posted on the site can easily be shared on social media like Facebook and Twitter. You will apply SEO techniques to your theme as well.

## TENTATIVE SCHEDULE

Weeks 1–3

Getting back into it

**Project 1.1 • Fascinating Datasheet (15%)**

Weeks 4–6

Search Engine Optimization (SEO)

**Exercise 1 • SEO Checklist (5%)**

**Project 1.2 • Datasheet SEO (10%)**

Weeks 7–9

Wordpress and CMS

**Exercise 2 • Setup Wordpress Instance (10%)**

**Project 2.1 • Wordpress Theme Proposal (10%)**

Weeks 10–12

Wordpress Theme

**Project 2.2 • Wordpress Theme (15%)**

**Project 2.3 • Wordpress Article (10%)**

Weeks 13–15

Social Media Optimization (SMO)

**Exercise 3 • SMO Checklist (5%)**

**Project 2.4 • Theme SMO (10%)**

**Project 2.5 • Theme SEO (10%)**

## COMPETENCY

00VV • To create hypermedia documents

Element 1. **To analyze the request received from the client.** – 1.1 Identification of the nature of the document to be produced. • 1.2 Identification of the type of electronic medium considered. • 1.3 Identification of the target clientele and the objectives sought. • 1.4 Identification of the requirements, preferences and budgetary restrictions of the client.

Element 2. **To create a concept for the document.** – 2.1 Consideration of the content and objectives of the document. • 2.2 Establishment of an original and relevant information presentation strategy. • 2.3 Conceiving of original colour schemes. • 2.4 Submission for approval of a concept in accordance with the client's request.

Element 3. **To plan the work.** – 3.1 Determination of a logical structure for the files designed to reduce the length of the "pages" and the number of links on each "page". • 3.2 Identification of the work to be performed by specialists. • 3.3 Determination of a realistic work schedule.

Element 4. **To prepare the content elements.** – 4.1 Appropriate search for, selection, creation and digitization of images. • 4.2 Appropriate recording of simple sound files. • 4.3 Consideration of appropriate formats. • 4.4 Processing of images in keeping with requirements concerning quality and downloading speed. • 4.5 Preparation of clear, concise and mistake-free texts, saved in an appropriate format, and approval by the client. • 4.6 Correct

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conversion of existing files into Hypertext format. • 4.7 Search for and selection of sound, animation and video files. • 4.8 Correct preparation of the data required by outside specialists.

Element 5. **To produce the hypermedia document.** – 5.1 Careful determination of the sections on each “page” of the hypermedia document. • 5.2 Correct use of an automated hypertext language. • 5.3 Creation of relevant, rapid and efficient hyperlinks. • 5.4 Appropriate use of the possibilities for creating lists and tables. • 5.5 Appropriate use of the possibilities for creating interactive forms and E-mail interconnections. • 5.6 Appropriate insertion of images, sound, animation, video and 3D effects. • 5.7 Correct use of software to integrate various media.

Element 6. **To improve the hypermedia document in terms of functionality and aesthetics.** – 6.1 Use of appropriate methods to allow quick downloading of the document. • 6.2 Originality, simplicity, attractiveness and ease of consultation of document. • 6.3 Appropriate identification of the name, address, telephone and fax numbers and electronic address of the business. • 6.4 Appropriate identification of important elements. • 6.5 Pleasing harmonization of colours, icons, buttons, lines and frames. • 6.6 Matching appearance of all “pages”.

Element 7. **To verify the document and submit it for approval.** – 7.1 Strict text correction. • 7.2 Strict testing of the proper operation of all links. • 7.3 Strict testing of the proper operation of the document using various types of browsers. • 7.4 Fine tuning of the overall visual and sound effects. • 7.5 Submission to the client for approval and appropriate response to requests for changes.

Element 8. **To make the document available.** – 8.1 Appropriate transfer of all files to the desired server for distribution over the Internet. • 8.2 Transfer of all files into the appropriate electronic form for independent use of the document.

## COURSE POLICIES

### General Academic Policies

It is the student's responsibility to be familiar with and adhere to the Vanier College Academic Policies. These policies can be found online on the Vanier College website, under Policies. Your attention is drawn in particular to the following policies. A brief summary of each is included.

**Student Academic Complaints** (Policy number 7210-8) The Vanier College Student Academic Complaints Policy and procedures puts an emphasis on mediation as the primary means to resolve complaints in the academic area. If you have a problem with a teacher and have been unable to resolve it by talking with him or her, you may wish to enlist the help of the Faculty Mediation Committee. The committee member names and contact information are available in Student Services or through the office of the Faculty Dean.

**Cheating and Plagiarism** (Policy number 7210-31) Any form of cheating or plagiarism will result in a grade of zero on the test or assignment and a letter from the teacher will be placed in your file. A repeated offence may lead to even more serious consequences. Please consult the Vanier Student Writing Guide, the Vanier College Catalogue, the Student Handbook, and your teacher for more information.

**Student Misconduct in the Classroom** (Policy number 7210-19) This policy provides guidelines for handling cases of student misbehaviour in the classroom and other instructional settings. Such cases may include conduct that is abusive to the teacher and/or other students, or disruptive to the teaching/learning process. This policy does not limit the teacher's or the College's right to take immediate action in cases of imminent danger to persons or property.

**Code of Conduct:** The Code of Conduct sets forth principles, guidelines and norms of behavior expected from all individuals present at Vanier College, including students, faculty, employees, administrators, members of the Board of Directors, contractors and visitors.

**Student Absences for Religious Holy Days** (see IPESA, Section 2.2.6) Students whose religious obligations require them to be absent from the College on a holy day not formally recognized in the College calendar must inform their teachers, in writing, during the first week of classes, of the particular date(s) and times of the religious holy days on which they must be absent by completing and submitting to their teacher the Religious Holy Days Absence form found on the Registrar's Office page on the Vanier College website <http://www.vaniercollege.qc.ca/registrars/request-forms/religious-holy-days>. Absences approved in this manner are considered to be excused absences. Students are responsible for material covered in the classes and labs they miss.

**Student Proficiency in the Language of Instruction** (Policy number 7210-33) The purpose of this policy is to foster student proficiency in English, the formal language of instruction at Vanier College. Emphasis on literacy and communication skills (writing, reading, speaking, and listening) is essential to students' academic and professional success.