

Web Page Design

GRA2141C

Course Syllabus
Spring 2016

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What is Web Page Design?

This is an introductory course exploring the design and development of effective web sites. Instruction will be provided in HTML & CSS for production of web pages. Proper coding of the pages with considerations of various platforms will be provided. Special emphasis on good design, proper usage of typography and images for delivery on the internet will be covered.

PREREQUISITES:

GRA2201 - Electronic Imaging, *and*

GRA1206C - Fundamentals of Typography, or departmental approval

DESIGN. Students will research, plan and implement their creative ideas from thumbnail sketches to working web sites. Emphasis will be placed on ideas, concepts, images used, color schemes/theory, typography, and navigation.

TECHNICAL. Students will focus intensively on HTML & CSS to produce interactive projects for the Internet with an emphasis on functionality, navigation and layout design. Site planning, architecture, communication, and web techniques will be taught and explored through out the semester. Students should be familiar with the Macintosh platform and Adobe Creative Suite.

Books & Supplies

CLASS BOOKS

HTML & CSS: Design and Build Web Sites by Jon Duckett

Learn to Code HTML and CSS by Shay Howe

ONLINE RESOURCES

Blackboard Access

<http://learn.valenciacollege.edu>

Valencia Graphics Website

<http://valenciagraphicdesign.com>

Valencia Graphics Facebook

<http://www.facebook.com/valenciagraphics>

Valencia Graphics Twitter

<http://twitter.com/valenciagraphic>

SUPPLIES

Some supplies are available at **Valencia Bookstores**.

- » Access to a computer with high speed internet access and current internet browsers (Firefox, Safari, Internet Explorer, Chrome)
- » Access to current versions of Photoshop, Illustrator, and Dreamweaver. USB or Firewire device, 1gb or more suggested, DVDs or other disks for backup
- » Pencils and paper (tracing or plain) will be needed for notes, thumbnail sketches and rough drafts.
- » Printing costs, if done on Valencia East or West campuses (print cards are usable on East or West campus and prices are posted) You may print at alternative locations of your choice.
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Atlas Email Accounts

Students are required to check their Atlas email account on a regular basis for notices. To effectively communicate with our students, Valencia uses e-mail as the primary means of notifying students of important college business and information

dealing with classes, registration, deadlines, financial assistance, tuition and fees, etc.

Students are experiencing problems with receiving Atlas e-mail when their e-mail is forwarded to other e-mail providers (such as AOL, Earthlink, etc.). Some of these providers, with their new improved Spam blockers, are blocking the Atlas e-mail from professors when they send information to the whole class (often with attachments). As a result, students are missing important e-mails from professors, financial aid, registration and the Business Office.

Valencia prefers that you not forward your Atlas e-mail to any other e-mail provider. But, if you feel that you must forward your e-mail please notify your e-mail system's (AOL or other) anti-spam configuration to allow e-mails from the valenciacollege.edu domain.

It is strongly recommended that all students contact the professor using their official Atlas email accounts as a primary means.

Students are responsible for any official communication sent through Atlas e-mail.

Special Needs

Students with disabilities who qualify for academic accommodations must provide a notification from the Office for Students with disabilities (OSD) and discuss specific needs with the instructor, preferably during the first two weeks of class. The OSD determines accommodations based on appropriate documentation of disabilities. At the time of notification accommodation arrangements can be discussed.

Deadlines

Just as in the workplace, due dates are considered deadlines. For that reason, **no assignments, assessments, discussions, exercises, or projects will be accepted late.** You will receive a zero for anything not submitted by the deadline. Failure to meet deadlines will affect your performance in this course.

Attendance

Regular and punctual attendance is required. Discussions, demonstrations, in-class lab time and critiques are extremely important to your success in this class. Late attendance or early departure may result in your being considered not in attendance for that day. Students are allocated 3 absences during the semester. After the third absence, the student's course grade may be reduced by 10% for each additional day the student is not present in class.

Per Valencia Policy 4-07 (Academic Progress, Course Attendance and Grades, and Withdrawals), a student who withdraws from class before the **WITHDRAWAL DEADLINE ON APRIL 1, 2016** will receive a grade of "W." A student is not permitted to withdraw after the withdrawal deadline. A faculty member MAY withdraw a student up to the beginning of the final exam period for violation of the class attendance policy. A student who is withdrawn by faculty for violation of the class attendance policy will receive a grade of "W."

Any student who withdraws or is withdrawn from a class during a third or subsequent attempt in the same course will be assigned a grade of "F." For a complete policy and procedure overview on Valencia Policy 4-07 please go to: valenciacollege.edu/generalcounsel/policy/default.cfm?policyID=75

Students should come prepared to work each class and bring materials as required. Lectures and demonstrations are given at each class meeting, so it is advised to be punctual. Some special demonstrations can be offered on a one-time basis only. If lectures or demonstrations are missed it will be the responsibility of the student to get necessary information from another student at some time other than class time. Roll is taken at the beginning of class.

Time to Devote to This Course

The College recommends that students spend 3 hours for each credit hour of the course to be successful. Open Lab is here for your use so that you can avoid the problems of using incompatible hardware or software at home. Make use of any time available to you here to work on your projects. Open lab hours will be posted on each classroom door.

The lab is in constant use and computers are not infallible. Save early, save often and

when disk space allows, save incrementally. Windows users especially should be aware that Windows will sometimes corrupt files with erroneous information at the end of a file. This doesn't always affect their usage on the PC they were created on but those files will be unopenable in this lab.

Academic Dishonesty Policy

During this course you will be expected to create web pages using HTML & CSS you learn in this course. You may have heard that many web designers "copy" or use existing codes available through template or resource web sites. It is imperative that you understand that the work in this course must be your own and utilizing code such as templates from outside resources is not acceptable.

You are, however, encouraged to reference and research tutorials and other resources on the web to develop a stronger understanding of the code used to built web pages. If you are caught utilizing a preexisting template for a project you will receive a zero for the project and risk being withdrawn from the course.

For more information regarding Valencia College's Academic Dishonest Policy, please go here: valenciacollege.edu/generalcounsel/policy/default.cfm?policyID=193

Course Structure

This class is comprised of lessons, projects, blackboard assignments & participation, and a written final exam. In class demonstrations will also take place during classtime and you will be expected to participate.

EXERCISES, DEMOS & CLASS NOTES. In most cases, it is not possible to make-up in class exercises as most are due by the end of class (see schedule), so it is important to come to class regularly. These exercises may take the form of hands-on exercises, group exercises, or simply turning in what you have done by following along in class. You will be required to participate in assigned demos and class notes to document the material you will be learning.

PROJECTS. A series of projects will be assigned this semester. You will be developing one of your projects into a fully functional web site. For each project you will be

required to record your creative process and assemble into a process book to be turned in as you complete each project.

BLACKBOARD ASSIGNMENTS. Blackboard will supplement this course to provide additional resources and increase interaction beyond the classroom. You will be expected to check Blackboard weekly to complete assignments, check email, and participate in class discussions. You will be given specific assignments for selected weeks. In some instances social media may be offered as an alternative optional participation option. All Blackboard assignments must be completed by the deadline set.

Grading

The final grade will be determined by grades earned on assignments, homework & projects assigned for this course. You will be graded on a point system.

A = 90-100

Exceptional achievement, demonstrated in work of keen understanding and optimal mastery of course competencies. Earned for exemplary work, clearly beyond the requirements.

B = 80-89

High achievement, demonstrated in work of consistent effort, and mastery of course competencies.

C = 70-79

Satisfactory completion of course requirements and mastery of essential course competencies.

D = 60-69

Unsatisfactory completion of course requirements and an unacceptable grade for prerequisite or graduation requirements.

F = 59 or less

Failure to perform required work or to master required course material and competencies.

The following are assignments, homework, project and other components of this

course that will be used to calculate your grade.

CLASS NOTES JOURNAL - 10%

Students will be required to document notes based upon lectures and exercises and submit their notes journal by the end of the semester.

PROJECTS - 70% (5 Projects, 4 X 12.5% Each / 1 X 20%)

Students will be assigned a total of 5 projects. The final project (Project 5 is mandatory and must be done to successfully complete this course).

PROGRESS CHECKS, DEMOS & PARTICIPATION - 20%

Participation, progress checks, discussion and completion of demos are imperative components of this course.

OVERALL / 100%

A grade of a "C" or better is required for graduation requirements students seeking an AS degree or using as a prerequisite for another course.