COURSE SYLLABUS

Course:	**IMED 1416 WEB PAGE DESIGN I**
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Office hours:	Online & by appointment

Course Rationale: Web Page Design I

This course introduces the student to concepts and issues related to Design for the World Wide Web, as well as background on the larger topic of the Internet as a whole. Including instruction in basic programming (HTML) students will build the necessary foundation to further their skill development and software knowledge within the context of design/development for the web. Students are then prepared to 1) evaluate whether or not Web and Internet design is a viable career option for them, and 2) to pursue more advanced study in Web and Internet design if they choose to do so.

Course Objectives:

The student will develop a basic understanding of 1) how the Internet functions 2) The processes and components used in web design and development 3) Programming techniques, and software tools used in web development. The student will learn basic level HTML (HyperText Markup Language) and then build on those skills by developing a proficient use of CSS. Students will explore and apply design techniques in the creation and optimization of graphics for use in a web page with Photoshop CS. The student will conceptualize, design, test, and debug a basic web site ready for placement onto the WWW.

Prerequisites:

The students enrolled in this course should have a familiarity with general Macintosh procedures as well as experience with Adobe Photoshop. Students should be ready to work in a professional manner and respect the instructor's efforts to spend time with as many students as possible. Students will be expected to complete assigned work with excellence to achieve the best possible grade. If a student desires to challenge the prerequisite course(s) they may do so. Please contact the Visual Communication office for more information. Prerequisites: ARTC 2305

(WECM Description) Instruction in web page design and related graphic design issues including mark-up languages, Web sites, and browsers.

(VISCOM Description) A study of hypertext mark-up language (HTML & XHTML), CSS, and layout techniques for the creation of engaging, and well designed web pages. The following is a general list of the topics that will be covered in the course: HTML, XHTML, CSS, Web page construction, image optimization, Web standards, forms, and interface design. In addition to purchasing the course text, and registration and course fees, students will be required to purchase hosting services with a recommended hosting company. The instructor will give information to the students the first day of class.

Course Calendar: (click links to download Calendars)
Distance Learning Calendar 16 Week
http://www.austincc.edu/ksimpson/fa0916cal.html

Hybrid 12 week Calendar
http://www.austincc.edu/ksimpson/fa0912cal.html
Reading assignments must be maintained for each class.

Objectives: Every student will be able to code a basic web site using HTML & CSS

Student Assessment Checklist

At the completion of the course each student will be able to:

- Design Esthetic is of the utmost importance.
- Write an HTML document with embedded, external & linked Styles
- Understanding the use of Selectors, Inheritance, Descendants
- Understanding the ID, Class, Div and Span Attributes
- Modify the attributes of page elements.
- Control the appearance of hypertext links.
- Controlling Layout Structures vs Style using an array of CSS elements
- Write and understand the use of Document Types and Meta Tags.
- Understand the use of the Box Model.
- Control the attributes of forms and tables.
- The use of CSS for the creation of flexible page layout and robust designs.
- Create a Compliant Validated site, which includes a form and a table.

Grading System

The greatest emphasis in will be placed on your proficiency with HTML & CSS Dreamweaver and Fireworks. Understanding the processes and tools for building basic web sites is critical to achieve the best grade possible.

Assigned work Points possible Details

Unit Assignments 160:
8 Units, 14 lessons, 2 chapters per unit, 20 points each

Assessments: 100:
2 Assessments, 25 questions, 2 questions per Unit

Quizzes 140:
10 question per chapter, 10 points each

Practicum/Mid-Term 80:
Wire frame, Design based on Wire frame and HTML coded page

Final Project 130:
Develop a Five page (minimum) web site created with custom graphics, including simple interactivity. Design based on Wire frame and CSS & HTML coded validated pages.

Participation 32: 2 points given for participation each week, includes attendance.

Total points possible 560

Course Grading Scale

A = 560-480 B = 480-360 C = 360-240 D = Anything below 240 points
Grade C or better. Effective September 2005 no D's will be accepted as a passing grade within the Visual Communication Department courses. Students receiving a grade of D must retake the course to receive credit and to progress to the next level course. Students who made a D prior to September 2005 will be allowed to proceed to the next level course.

Course Policies

Attendance/Participation
Participation is mandatory and recorded weekly. Students must participate in weekly discussion forums in order to receive credit. Because you are graded on your work performance in class, failure to show and work on your assignments during class time will automatically affect your grade adversely. The instructor reserves the right to drop you from class after three unexcused absences but is not required or obligated to do so. The student is responsible for informing the instructor of planned absences in advance.

Demonstration of a professional attitude is required. This includes, but is not limited to: 1) arriving to class on time and participating for the whole period. 2) Completing assignments by given deadlines, and 3) developing safety-consciousness (save work, do not work off a jump), efficiency, and consideration in work habits.

Withdrawal
Students are responsible for withdrawing themselves if they decide to stop attending class. If a student simply stops coming to class, a failing grade will appear on his/ her transcript. Please contact the instructor if you know you must miss a class.

Incomplete
Except under extreme circumstances, a grade of "incomplete" will not be awarded. Please notify the instructor if you foresee any problems that may result in not finishing the requirements for the course. All project deadlines must be adhered to. During the semester the instructor may extend a deadline for a student by a few days, but this would be a prearranged exception. Students should not assume that if their work were late they would automatically receive an extension or an incomplete. Students would do well to consider the nature of the design industry where deadlines and schedules are par for the course.

Scholastic Dishonesty
Even though tests are not given in this course, you are still required to perform your own duties and not use work created by other students or instructors, or from instructional resources such as the Internet or from textbooks and misrepresent it as your work.

Academic Freedom
Each student is strongly encouraged to participate in class. In any classroom situation that includes discussion and critical thinking, there are bound to be many different viewpoints. These differences enhance the learning experience and create an atmosphere where students and instructors alike will be encouraged to think and learn. On sensitive and volatile topics, students may sometimes disagree not only with each other but also with the instructor. It is expected that faculty and students will respect the views of others when expressed in classroom discussions.

Student Discipline
Assessment of professional attitude and conduct will be a factor in overall grading. Students that show a disinterest in the assigned work and who disrupt the class with unsolicited comments will be warned only once, and then dropped from the class. Students are expected to act civil (respectful) toward each other and the instructor. Food and drink are never to be consumed near the computers. Disruptive behavior will not be tolerated, and student behaving in this manner should expect that the instructor and the head of the department will ask them to meet for a formal discussion to correct the situation. This is a general introductory course, it is likely that students will display different aptitudes and work efficiency. Please be patient and courteous with the instructor so that each student may benefit equally.

OSD Statement
"Each ACC campus offers support services for students with documented physical or psychological disabilities. Students with disabilities must request reasonable accommodations through the Office for Students with Disabilities on the campus where they expect to take the majority of their classes. Students are encouraged to do this three weeks before the start of the semester" (Student Handbook, 2002-2003, p. 14).

All requests for accommodations must be presented to the instructor during the first week of class.

WEB PAGE DESIGN I Skills

DEFINE SCOPE OF WORK
Skill: Ability to analyze customer needs make exceptional effort on behalf of customer and resolve conflicts to customer satisfaction
Performance Indicators 0

EMPLOYABILITY SKILLS 0
Skill: Sources and methods for gathering requirements are affordable and relevant
Performance Indicators 0
Skill: Information gathering interviews follow appropriate company practices
Performance Indicators 0
Skill: Information is gathered continuously in a cost-effective manner
Performance Indicators 0
Skill: Ability to identify and locate key sources of information regarding customer requirements
Technical Knowledge 0

RESEARCH CONTENT
Skill: Knowledge of research techniques and tools
Technical Knowledge 0

DESIGN AND EVALUATE USER INTERFACE VISUAL APPEAL AND FUNCTIONAL DESIGN
Skill: Evaluation process includes appropriate team members and project stakeholders
Performance Indicators 0
Skill: Knowledge of usability testing methodologies
Technical Knowledge 0
Skill: Ability to analyze and resolve for conflicts in specifications
Technical Knowledge 0

DEVELOP AND PRODUCE ROUGH CUTS
Skill: All media elements are properly integrated
Performance Indicators 0

DEVELOP EVALUATE AND REFINE SIMULATIONS
Skill: Simulation evaluation includes strengths and weaknesses
Performance Indicators 0
Skill: Simulations are tested for usability
Performance Indicators 0

DOCUMENT DESIGN PROCESS
Skill: Knowledge of programming and instrumentation
Technical Knowledge 0

SCANS Competencies:

This course satisfies:

- 1.1 Manages Times
- 2.1 Participates as a Members of a Team
- 3.0 Information
- 3.1 Acquires and Evaluates Information
- 3.2 Organizes and Maintains Information
- 3.3 Uses Computers to Process Information
- 4.0 Systems
- 4.1 Understands Systems
- 4.2 Monitors and Corrects Performance
- 4.3 Improves and Designs Systems
- 5.0 Technology

- 5.1 Selects Technology
- 5.2 Applies Technology to Task
- 5.3 Maintains and Troubleshoots Technology
- 6.0 Basic Skills
- 6.1 Reading
- 6.4 Mathematics
- 6.5 Listening
- 6.6 Speaking
- 7.0 Thinking Skills
- 7.1 Creative Thinking
- 7.2 Decision Making
- 7.3 Problem Solving
- 7.4 Mental Visualization
- 7.5 Knowing How to Learn
- 7.6 Reasoning
- 8.0 Personal Qualities
- 8.1 Responsibility
- 8.2 Self-Esteem
- 8.3 Sociability
- 8.4 Self-Management
- 8.5 Integrity/Honesty

COURSE RESOURCES

HARDWARE IN LABS
Hardware required: It's a given that students who are taking this course online must own a computer and have a high-speed Internet connection. Students may choose to work on a Mac or a PC. Course materials will predominantly use illustrations depicting the Mac interface.
Software required:
Online Students must have their own copies of Macromedia Dreamweaver, Fireworks, and a copy of at least Adobe Photoshop or above. Software resources for student pricing will be posted on the class web site. All students, from the online section as well as the classroom sections are encouraged to visit the labs on campus often.

Internet connection:
Students must have a high-speed connection.

Server space:
Students must obtain server space on their own (see chapter 20 of the course text) in order to post some of their projects and their final site.

There are several other good books on the market such as Visual Quickstart Guide DHTML & CSS, Visual Quickstart Guide for DHTML & CSS Advanced, CSS ZenGarden

Periodicals:
Review on a regular basis: Wired Magazine and Communication Arts

Urls
www.csszengarden.com,
www.smashingmagazine.com
www.alistapart.com
www.printmag.com
www.commarts.com
http://library.austincc.edu/w3/VCD/flashgal.htm