



DESIGN TECHNOLOGY DEPARTMENT

COURSE SYLLABUS - FALL 2015

Course number & title: Gr Des 66 - Web Design 2
Section numbers: 2417, 4255
Units: 3
Prerequisite(s): Graphic Design 61, 64, and 65
Location: AIR 133
Day and Time: Section 2417: Tuesday, 2:00pm – 5:05pm
Section 4255: Tuesday, 6:30pm – 9:35pm
Arranged Hours: 2

INSTRUCTOR INFORMATION

Instructor name: Jamie Cavanaugh
Email address: cavanaugh_jamie@smc.edu
Website: smcdesigntech.org
Office hours: Tuesday 5-6pm, Thursday 5-6pm, AIR 102

COURSE DESCRIPTION

This computer-based course is focused on the successful design and implementation of web sites and builds on the concepts and fundamental techniques covered in Graphic Design 65. Students will learn different approaches and technologies in delivering online content. Topics include: Dynamic HTML, web hosts and servers, search engines, web graphics, web animation, and web authoring tools. Design issues such as effective communication, technical constraints, typography, navigation interface, and information architecture will be addressed. Students will design and create a multi-page web site utilizing advanced features of a web authoring software.

COURSE OBJECTIVES

Upon successful completion of this course, students will be able to:

- Identify the different approaches and technologies in delivering content
- Design effective web sites using appropriate technology
- Create web pages, both by writing HTML and by using an authoring tool: text formatting, gif and jpeg images/animated gifs, internal and external links, tables, image maps, rollovers, image slicing, forms, divs, css
- Develop an efficient information architecture design and an effective navigation interface
- Demonstrate an understanding of how technical constraints affect web design
- Successfully launch a web site “live” to a host server
- Utilize web software tools at an advanced level

ARRANGED HOURS OBJECTIVES

Upon successful completion of the arranged hours, students will be able to:

- Students will demonstrate an understanding of File Transfer Protocol (FTP) and be able to upload files to a server.
- Students will demonstrate an understanding of intermediate Dreamweaver skills and how to use it to build a web project using the software.

STUDENT LEARNING OUTCOMES

1. Student will demonstrate technical knowledge and ability to execute different approaches and technologies in delivering content in web pages.
2. As assessed by: Hands-on exercises, Midterm and Final Web Projects

COURSE CONTENT

The content of this course may change depending on time constraints. The order of the topics listed may vary. Schedule

Week 1	Course introduction + syllabus
Week 2	File naming + organization, FTP, HTML5 structure, what is responsive web design?
Week 3	Target audience + site maps, image optimization
Week 4	CSS3 positioning + styling, Mobile First, style tiles
Week 5	User interface, navigation, wireframes
Week 6	Critiques
Week 7	Responsive web design
Week 8	Midterm presentations
Week 9	Web typography
Week 10	Critiques
Week 11	Responsive navigation
Week 12	Javascript/jQuery
Week 13	Forms
Week 14	Embedded media
Week 15	Critiques
Week 16	Final project presentations

TEXTBOOK(S)

HTML and CSS: Design and Build Websites by Jon Duckett, Wiley, 1st Edition. 978-1118008188.

This textbook is not required for this class, but is recommended.

For this course we'll use online resources, but if you're looking for a good book, this is a good one.

MATERIALS AND SUPPLIES

Flash drive, external hard drive, or Cloud storage like Dropbox, or GoogleDrive (Recommended).
Adobe Dreamweaver CC or CS6, Adobe Photoshop CC or CS6

RECOMMENDED COMPUTER SKILLS

To succeed in this course, students should have the ability to:

- Navigate the internet using a web browser.
- Manage files using either the Mac or Windows operating systems.
- Send and receive email messages and attachments.
- Use a word processing program like Microsoft Word or its equivalent.
- (add skill requirements as needed by pressing TAB)

Students that do not meet these required skills are advised to enroll in a computer skills course such as ET 11, GR DES 18 or INTARC 29.

METHODS OF PRESENTATION

Lecture hours 1.5 hours per week, Lab hours 1.5 hours per week, and 2 arranged hours per week

METHODS OF EVALUATION

Grading is determined by participation and the timely completion of all assignments, projects and/or exams. Assignments and projects will be judged on technical execution and mastery of the underlying concepts, and quality of design. Full participation is especially necessary since the projects must reflect successful solutions to the design issues raised in class presentations. All coursework submitted must be original, completed solely by you.

Projects are graded on:

- Execution of technical requirements
- Effectiveness of concept and design
- Timeliness of submission

To receive full credit, all assignments are due on time. Students are responsible for submitting all work on time regardless of absence. Emailing late assignments is NOT allowed. A late assignment may be submitted in class one week after the due date but will automatically drop one grade level. No late assignments will be accepted after one week.

There is no extra credit available for this course.

Students must complete 75% of the coursework, including the final, to pass the course. **Final projects that are submitted late will NOT be accepted, and you must attend the last class and present your final project to receive your grade.**

A grade of "Incomplete" may be granted at the very end of the term, only when 90% of the course work has been completed with a "C" or better, and an unforeseen event or illness prevents the student from completing the coursework. "Incomplete" grade situations are extremely rare, and are entirely at the discretion of the instructor, within the parameters set above.

Please let the instructor know, promptly and courteously, if a mistake has been made in class, in grading, or in posting your grade to eCompanion.

Your final grade will be calculated using the following percentages:

<u>Percentage of Grade:</u>	<u>Evaluation Method:</u>
30%	Assignments
30%	Midterm Project
40%	Final Project

GRADING SCALE

A = 90-100%	Superior performance. Excellent achievement and craftsmanship in all work. Performs beyond course requirements.
B = 80-89%	Above average performance. Consistent progress and craftsmanship. Meets all course requirements.
C = 70-79%	Average performance. Minimum time and effort spent on coursework. Fulfills basic course requirements.
D = 60-69%	Uneven performance. Minimal output and improvement in work. Requirements are only partially fulfilled.
F = 60% and below	Fails to meet a minimum of performance levels. Does not exhibit achievement or progress.

POLICY FOR ADDING CLASS

A student must attend the first day of class in order to be remain or to be placed on the waiting list. A student will only be placed on the waiting list if s/he has met all the prerequisites for the class. The instructor will contact students on the waiting list should any spaces become available. Students who are not formally enrolled in the class cannot sit in on the class until they are officially registered for the class.

A student who does not attend the first day of class may not add the class without approval from the instructor. The instructor has the right to drop any student who does not attend the first day of class and adds the class without the instructor's approval.

WITHDRAWAL POLICY

Students are responsible for withdrawing from a class and must not expect faculty to initiate withdrawal procedures for them. If you wish to drop this class, If you wish to drop this class, you may do so through Corsair Connect.

General information regarding drop dates, withdrawals, and other enrollment matters may be found at the [Admissions](#) section of the SMC website. The deadlines and dates for this term are also listed at the end of this syllabus.

After the eighth week of classes, students must have faculty approval and documentable extenuating circumstances to withdraw. Extenuating circumstances are unavoidable circumstances that prevent students from participating in further class activities and fulfilling remaining course requirements. Poor student performance in the course will **NOT** be considered as an extenuating circumstance.

CLASS POLICIES

Academic Honesty

The SMC Honor Code and Code of Academic Integrity, printed in the General Catalog, remind students of their responsibility to behave honestly and ethically. It is your responsibility to familiarize yourself with these codes. Other guidance is also available online:

[Student Responsibilities](#)

[Honor Code](#)

[Administrative Regulation 4412](#)

Please be extremely careful that you do not engage in any behavior that could even be construed as cheating. Outside of class, students are allowed to study together. However, copying another student's work is not acceptable. If the instructor determines that students have violated the SMC Honor Code and/or the Code of Academic Integrity, the students may be assigned no credit.

Future occurrences could result in academic disciplinary action. During an exam, talking to another student, looking at another student's paper or computer screen, using cheat notes or mobile devices, etc. are not permitted.

Attendance

Students are expected to attend **ALL** class sessions, especially the first scheduled session. Lectures and hands-on demonstrations will not be repeated for individual students. Please make a commitment to be in class on time, arriving within the first 10 minutes of class, even if you have not completed the current assignment. You are responsible for notifying your instructor in advance of any absence or scheduling conflict. **You may be dropped from the class if you miss more than two consecutive classes without notifying your instructor.** Students who are out for 3 sessions due to illness need to provide a doctor's note to be reinstated back into the class.

In this course, "on time" attendance means arriving within the first 5 minutes of class, according to the clock in the room. "Present" means staying in class for the entire period; if you leave early, it will be counted as an "absence."

Classroom Policy

Food or drink is prohibited in the classroom with the exception of water bottles that are permitted as long as they remain closed and kept away from all equipment. Use of the computers for purposes other than the assignments for this class is not permitted. No cell phone or smart phone use will be permitted in the classroom. Please turn off all electronic devices prior to entering the classroom. During class is not the time to email, to text, to read your Facebook updates, to update your Twitter feed, or to post images to Instagram. Please be respectful when other students are presenting and when the instructor is lecturing.

Recording of Class Lectures

In accordance with Section 78907 of the California Education Code, students shall not use any electronic listening or recording device in any classroom without the prior consent of the instructor, except as necessary to provide reasonable auxiliary aids and academic adjustments to disabled students.

Students with Disabilities

Santa Monica College accommodates students with disabilities. If you qualify for any special accommodations due to a disability, you need to officially process your request through the Disabled Students Programs and Services (DSPS) office as close to the beginning of the semester as possible. If you believe you have a learning disability that has not yet been documented, please notify the instructor and make an appointment at the DSPS office for assistance. The DSPS office is located in the Admissions/Student Services Complex, Room 101, and the phone numbers are (310) 434-4265 and (310) 434-4273 (TDD). Scheduling of accommodated exams will be arranged on a case-by-case basis.

Emergency Preparedness

The safety of students at SMC is a priority. Please note that emergency procedures are posted in this classroom and every classroom. Also, [procedures](#) for various emergencies are delineated on the SMC website. Please take the time to familiarize yourself with these procedures today, when knowledge of what to do can be the most effective."

COLLEGE USE OF STUDENT WORK POLICY

By participating in this course, you agree to allow your work to be used by Santa Monica College for promotional purposes. These uses include, but are not limited to, display in the physical and web galleries, promotional video tapes, and printed promotional pieces. You retain complete rights to your work, and Santa Monica College may not use your work for non-promotional purposes without your prior agreement.

DISCLAIMER

Some elements of the syllabus may be changed at the instructor's discretion. Students will be given at least 48 hours notice of changes whenever possible. If there is any aspect of this syllabus that you do not understand, or to which you take exception, please let the instructor know within the first week of class.

FALL 2015 DATES AND DEADLINES

The sixteen week schedule is provided below for your information. Click [here](#) for the complete schedule including 8 week sessions.

Sixteen Week Session (Full Semester)

FALL SEMESTER BEGINS	Mon. Aug. 31st, 2015
*Remember: Students can enroll themselves into open classes until the night before the second class meeting (except online, hybrid and arranged hour classes). After that point an instructor's approval code will be required.	
LABOR DAY - Holiday (CAMPUS CLOSED)	Mon. Sept. 7th, 2015
Deadline to withdraw and receive REFUND (16 week session).	Visit your Corsair Connect portal for specific refund deadline dates.
Deadline to withdraw and AVOID "W".	Visit your Corsair Connect portal for specific refund deadline dates.
Deadline to apply for Pass/No Pass.	Fri. Oct. 2nd, 2015
Deadline to withdraw and receive GUARANTEED "W".	Visit your Corsair Connect portal for specific refund deadline dates.
VETERANS DAY HOLIDAY - CAMPUS CLOSED	Weds. Nov. 11th, 2015
NO FURTHER TRANSACTIONS ALLOWED. After this point, students must use the late withdrawal process which requires faculty approval with extenuating circumstances. NO GRADE check needed.	
	Sun. Nov. 22nd, 2015
THANKSGIVING DAY HOLIDAY - CAMPUS CLOSED	Thurs & Fri Nov 26 & 27, 2015
Deadline to PETITION TO GRADUATE FOR FALL	Tues. Dec. 1st, 2015
Fall Semester Final Exams.	Dec. 15th, 2015 - Dec. 22nd, 2015
End of Fall Semester.	Tues. Dec. 22nd, 2015