

GRA2141C - Web Page Design

Session 2, 2009 - Course Syllabus
Monday 6 - 9:45pm
East Campus: Building 1-152
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What book will I need to buy?

Head First HTML & XHTML with CSS and Adobe Dreamweaver CS3 Hands on Training

Optional resource materials:

- » www.lynda.com
- » SAMS Teach Yourself CSS In 10 Minutes
- » Designing With Web Standards, 2nd. Edition, by Jeffery Zeldman

What supplies will I need for this course?

Some supplies are available at VCC Bookstores.

- » USB or Firewire device, 256mb minimum suggested, CDs or other disks for backup
- » 2 envelopes (approximately 9" x 12") labeled with your name and course number (GRA 2141C), for turning in project related items.
- » Pencils and paper (tracing or plain) will be needed for working out thumbnail sketches and rough drafts.
- » Printing: If you need to print anything you will need to purchase a B/W print cards which allows classwork-only printing for the entire semester. Print cards can be purchased from lab assistants. Color print cards are available in various dollar amounts; check with the lab assistants for pricing.

What is GRA2141C Web Page Design about?

An introductory course in creative problem solving for the web. The course will explore effective and dynamic web site design, development and maintenance using xhtml and css.. Technical instruction will be provided in Adobe Dreamweaver CS3. Photoshop will also be utilized for the design and production of XHTML and CSS web pages. Special emphasis will be placed on proper coding, design and use of color, functionality, the proper application of typography, navigation, site planning, communication and web optimized imagery.

Are there any GRA2141C prerequisites?

A minimum grade of C in: GRA 2201 (Electronic Imaging) or GRA 2577 and GRA 1206C (Fundamentals of Typography) or departmental approval.

Is attendance & participation important?

Regular and punctual attendance is required; any student missing the first class without prior notice and permission will be automatically withdrawn from the course. Lectures, demonstrations, in-class lab time and critiques are extremely important to your success in this class. If a student misses more than two classes that student will be given the option to be withdrawn for excessive absences or to have their final grade reduced by 10pts (the equivalent of a letter grade) for each absence over the two allowed. Two tardies equal one absence. Students not taking the course with enough sincerity and seriousness to come to class are encouraged to withdrawal to prevent a reduction in their overall GPA. If you decide to withdraw since your grade would be negatively impacted due to the absence deduction you may withdraw up to the Withdrawal Deadline of Friday, March 20, 2009 to still receive a W for the course. After that you will be assigned the grade you had at your last date of attendance. If a student misses the final exam they will receive a WF for this course regardless of their grade at the last day of attendance

Students should come prepared to work at each class and bring materials as required or needed. Lectures and demonstrations will be given at each class meeting, so it is advised to be punctual. 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. Attendance will be taken at the beginning of each class.

Each student will also be expected to participate in the critique process. The critique is the perfect place to polish up your communication skills. Be ready to present your design completely, explain how and why you came to your final design, how the design and message tie together and anything else you learned while working on the piece (helpful discoveries or frustrations experienced).

How important are deadlines in this course?

Just as in the workplace, due dates are considered deadlines. For that reason, NO projects or exercises will be accepted late. You will receive a zero for any projects or exercises not submitted by the deadline. To receive full credit for a project, it must be completed and ready for presentation at the time the critique begins. All projects should come with your grade sheet, project specific research and rough drafts as well as the digital files uploaded to your valenciawebstudio site space PRIOR to the start of class. Failure to meet deadlines will affect your performance and grade in this course.

What is the Academic Honesty Policy?

During the planning stages of your work in this course students are encouraged to interact, but all work should be done solely by the student turning in the work. You should not allow anyone to physically complete any part of your work. All work turned in under the name of each student is expected to be that of the student turning it in. Cheating of any sort will not be tolerated. If caught cheating, you risk receiving a 0 (zero) for that project and the potential to be withdrawn from the class. Lab personnel may assist you if you are having problems with the operation of the computer or to answer questions concerning software applications, but they are not to do any part of your work nor are they to be used as tutors. Plagiarism or Copyright Infringement is cheating (refer to your Student Handbook for a more in depth description.)

Do I need to check my Atlas email?

Students are required to check their Atlas email account on a regular basis for important notices. To effectively communicate with our students, Valencia uses email as the primary means of notifying students of important college information dealing with classes, registration, deadlines and financial assistance, etc. Students have experienced problems with receiving Atlas email when their Atlas email is forwarded to another outside email provider (such as google and yahoo, etc.). Some of these providers with their new and improved Spam Blockers, are blocking Atlas emails from professors (often with attachments) and as a result students are missing these important messages. Valencia prefers that you not forward your Atlas email to any other email provider. If you feel that you must forward your Atlas emails please modify your outside email systems (Google, Yahoo or other) anti-spam configuration to allow access to emails from any valenciacc.edu or valencia.cc.fl.us domain. Students are responsible for any official communication sent through Atlas email that is not received.

How much time must I devote to this course?

The College recommends that students spend 3 hours a week for each credit hour of the course to be successful (this is a 3 credit hour course for a total of 9 hours a week.) Open labs are also available to you and open lab hours will be posted on each classroom door. Our labs are all completely Mac based so Windows users should be aware that some Windows files occasionally will not work properly or may cause other significant usability problems in the Mac labs. This doesn't always affect the files usage on the PC they were created on but some files will be unopenable and/or unusable

in the VCC lab environment. Corrupt files, incompatibility, or missing fonts are not considered excuses for late problematic projects. Remember to save often!

Do you have special needs or requirements?

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.

What exactly will we be doing in this class?

This class is comprised of lessons/lectures, exercises, reading quizzes, projects, class participation, and a written final exam.

I. In-class exercises: In most cases, it is not possible to make-up exercises as most are due by the end of class so it is important to come to class regularly and on time.

- » Exercise 1. Introduction to HTML
- » Exercise 2. Using CSS
- » Exercise 3. Web Page Development
- » Exercise 4. Web Page Development
- » Exercise 5. Web Page Development

II. In-class reading quizzes: In-class reading quizzes will supplement this course by providing reinforcement of the importance of reading the required text books and offer the student an avenue to boost their final grade by recalling main points from weekly reading assignments that will be given out for each course text book (2.) Each text book (2) quiz will consist of 15-20 multiple choice questions.

III. Projects: Three projects will be completed this semester, with the possibility of a fourth.

- » Project 1. Web Design & Development: Vacation Website
- » Project 2. Web Design & Development: Musician Website
- » Project 3. Web Design & Development: (TBD)

IV. Final exam: The final exam will be comprehensive and consist of approximately 50 objective questions. There is no make-up for the final exam. **Attendance at the written final exam class period is mandatory or you will receive a WF for the course regardless of your grade at the last day of attendance.**

What is the grading Structure for this course?

Your final grade will be comprised of grades earned through in-class exercises, in-class reading quizzes, projects, class participation, and the written final exam. Each grade earned will be out of 100%. The final exam will also be counted twice toward your final grade in this course.

A = 100-90: Exceptional achievement, demonstrated in work of keen understanding and optimal mastery of course competencies.

B = 89-80: High achievement, demonstrated in work of consistent effort, intelligence, and mastery of course competencies.

C = 79-70: Satisfactory completion of course requirements and mastery of essential course competencies.

D = 69-60: 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

NOTE: 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.

What is the TVCA grade for?

TVCA Expectations: (Think, Value, Act, Communicate). Each student's TVCA grade will be based upon how he/she meets the TVCA requirements in addition to completion of projects, exercises, reading quizzes, and exams.

These observations will be subjective and will rely on the individual students ability to communicate such efforts throughout the semester. Students will be provided with a descriptive list of definitions and expectations that they will be expected to meet. These items are, but are not limited to, excellence in:

- » Oral directions
- » Written directions
- » Independent learning

- » Problem solving
- » Initiative
- » Effort
- » Self evaluation
- » Improvement
- » Attendance
- » Appropriate use of class time
- » Preparation
- » Out of class work
- » Meeting deadlines
- » Time management
- » Responsibility
- » Verbal interaction
- » Non verbal expression
- » Response to email
- » Participation in class or critique
- » Ability to express concepts
- » Response to comments

All categories have been selected based upon the industry response to a survey that determined that students not scoring 'excellent' in such categories would not be considered for hire at those industry organizations. It is in the best interest of the student to have such skills when looking for work as a designer. Just as earning a degree does not entitle a student to a well paying job, students should also understand that simple completion of assigned tasks in this course do not entitle a student to a passing grade. Students may be asked to complete a self evaluation in order to help them determine their TVCA weaknesses and to give them an opportunity to improve such skills.