

GMD 177 Web Page Design I (T/TH)

Fall 2011

Section #83318

Tuesdays from 10:20 to 12:45 PM – Mentry Hall 205

Thursdays from 10:20 to 12:45 PM – Mentry Hall 209

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Office Hours: Mondays 1:20 – 4:20 PM

Tuesdays 3:30 – 4:20 PM

Wednesdays 2:00 – 4:20 PM (Mentry Hall 133)

Other times available upon request

Course Description

Introduces the fundamental concepts, terminology, techniques and applications of Web page design using industry standard software such as Adobe Photoshop and Adobe Dreamweaver including principles of Web graphics, type, color, layout, interactive design and usability.

Student Learning Outcomes

Lecture

- Develop visual problem solving skills and apply them to the creative process

Lab

- Create web pages using a variety of software

Objectives

Lecture

- Compare and contrast various web page design and graphics software programs
- Distinguish and define web page design and related Internet terminology
- Differentiate careers in web page design
- Assess and choose the best software for creating web page designs

Lab

- Demonstrate the three basic aspects of web page design: visual, usability and functionality

Student Responsibilities/Requirements

Attendance to all lectures and labs

Completion of all assignments, exercises and exams

Class Participation (contributing to classroom discussions and/or in-class projects)

In the event of an absence, it is the responsibility of the student, not the instructor, to collect any pertinent lecture notes and/or demonstration materials

Being absent from a demonstration may limit a student's access to equipment and/or lab facilities

Refer to syllabus for details on lectures and demonstration dates

All student work is to be collected by the end of the course. Unless otherwise arranged with the instructor, projects that are not collected by the end of the course will be destroyed.

Text, Materials & Supplies

Depending on individual student needs, a 4-month subscription to Lynda.com at student discounted rate

Removable memory, such as a Flash Drive, CD-R or personnel external Hard Drive

Scantron form #882-E

Other expenses may vary from student to student

Attendance Policies

Each student is allowed 3 absences per semester

Each absence beyond the 3 allotted will lower your attendance score by 25 points or 2.5%

Each tardy is equal to 1/3 of an absence

Missing two consecutive class meetings may result in being dropped from the course

Grading Policies

70% of your grade is determined by project-based assignments:

- Assignment #1: Silver Lake Wine Wireframe, 100 points or 10%
- Assignment #2: Silver Lake Wine Visual Design, 200 points or 20%
- Assignment #3: Silver Lake Wine Web Ready, 200 points or 20%
- Assignment #4: Silver Lake Wine Interactive Web Page, 200 points or 20%

30% of your grade is determined by:

- Website Analysis Paper, 100 points or 10%
- Exams, 100 points or 10%
- Attendance, 100 points or 10%

Late work (work that is turned in after the assigned due date) will not be accepted without documented extenuating circumstances

Quizzes and exams cannot be taken late without documented extenuating circumstances

Grade challenges are strongly encouraged to be petitioned within six months of the end of the course

All materials for grade challenge are the student's responsibility to collect and store

Academic Dishonesty: All instructors reserve the right to dismiss any student who has plagiarized or in anyway turned in work that is not their own. If a student is having difficulties with deadlines or workload, please make an appointment to discuss the situation and any alternative solutions.

Classroom Policies

No sleeping, closed eyes or dozing off, please do what it takes to be alert for all lectures

No use of cell phones, including text messaging even during lab or a break

No food I can smell

No inappropriate language

No inappropriate use of facilities especially the Internet

Students, faculty and staff have the right to a campus that is free of harassment. But as an institution with higher ideals, we expect more. We want a campus where people treat each other with respect, both physically and verbally. Let's be clear: any abusive or offensive behavior on campus is inappropriate, even if it's not bad enough to be "illegal" harassment. We prohibit on our campus all types of mistreatment and misconduct based on someone's race, color, sex, age, religion, disability, sexual orientation and so on. For example, students, faculty or staff may be disciplined or fired for inappropriate behavior, even if what they do doesn't violate the law. We have a higher standard. Let us all behave accordingly.

Disclaimer

Throughout the course, students will be exposed to artwork from diverse points of view. Although questionably offensive artwork is always placed in an appropriate historical and artistic context, the right of individual students who choose not to be exposed to said work is recognized. If any student feels he/she would rather opt out of any or all of the slide and/or video lectures, please bring those concerns to the instructor's attention before scheduled lectures. If students decide to opt out of any lectures, however, he/she will still be responsible for completing the regularly assigned projects and/or exercises.

Deadlines

Refund	September 2
Add	September 2
Drop w/o a "W"	September 16
Pass/No Pass	September 26
Drop with a "W"	October 14

Alterations and Addendums to Syllabus

The instructor reserves the right to make alterations and/or addendums to syllabus, such as: extra credit, calendar changes, course changes, due date changes and project revisions. If and when changes occur, appropriate and timely notice will always be given.

Note

Always remember to back-up work onto another disk. "I only had one copy of my project and my computer deleted it," is not an extenuating circumstance.

August

- 23 Introductions - Syllabus - Expected Supply List – Email Check – professoradaybell.com
- 25 Introductions - Introduction to Web Page Design
- 30 Mac Lab Overview – lynda.com - Introduction to Mac OS

September

- 01 Introduction to Site Planning - The Grid System - Assignment #1: Silver Lake Wine Wireframe - Defined Resolution - Color for Wireframe - Photoshop: *Document Presets, Preferences, File Management, Shape Tools, Color, Layers, Layer Styles, Layer Groups and Transform Tool*
- 06 Working on Assignment #1
- 08 Photoshop: *Move Tool, Zoom Tool, Type, Alignment, Grids, Rulers, Guides, Undo and PDF*
- 13 Working on Assignment #1
- 15 Usability & Information Architecture - Website Analysis Paper
- 20 Working on Assignment #1
- 22 **Assignment #1: Silver Lake Wine Wireframe Due (100 points)** – Assignment #2: Silver Lake Wine Visual Design –Logo Design– Photoshop: *Pen Tool and Character Panel*
- 27 Working on Assignment #2 - **Website Analysis Paper (100 points) Due**
- 29 Raster Graphics vs. Vector Graphics – Raster Type vs. Vector Type - Typography for the Web – Web Page Layout

October

- 04 Working on Assignment #2
- 05 Color Theory – Web Color - Taglines – Hexadecimal Color – Color Scheme Exercise
- 11 Working on Assignment #2
- 13 **Assignment #2: Silver Lake Wine Visual Design Due (200 points)** – Review - Assignment #3: Silver Lake Wine Web Ready – Creating a “Master Layer” in Photoshop
- 18 Working on Assignment #3
- 20 Optimization – Photoshop: *Save for the Web and Devices*
- 25 Working on Assignment #3
- 27 Photoshop: *Slices*

November

- 01 Working on Assignment #3
- 03 **Assignment #3: Silver Lake Wine Web Ready Due (200 points)** – Assignment #4: Silver Lake Wine Interactive Web Page - Introduction to the World Wide Web - Introduction to HTML and CSS – Introduction to Dreamweaver
- 08 Working on Assignment #4
- 10 Exporting HTML files from Photoshop – Using Dreamweaver’s “Site Manage” tools - Building a Site using Dreamweaver - Adding Text to an HTML document using Dreamweaver - Positioning Content with Layers using Dreamweaver
- 15 Working on Assignment #4
- 17 Creating an External Style Sheet using Dreamweaver – Attaching an External Style Sheet - Creating CSS Styles using Dreamweaver – Adding Styles to Content using Dreamweaver - Managing Page Properties using Dreamweaver
- 22 Working on Assignment #4
- 24 **Holiday**
- 29 Working on Assignment #4

December

- 01 Creating Hyperlinks using CSS and Dreamweaver - Domain Names - Domain Registration – Web Hosting - Uploading to a Remote Server
- 06 **Assignment #4: Silver Lake Wine Interactive Web Page Due (200 points)**
- 08 Final Exam (100 points)