

## **GMD 277 Web Page Design II**

Spring 2012

Section #85308

Monday from 4:25 to 6:50 PM – Mentry Hall 205

Wednesday from 4:25 to 6:50 PM – Mentry Hall 209

Instructor: Mark Daybell

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Office Hours: Monday	2:00 to 4:00 PM
Monday	6:50 to 7:20 PM
Tuesday	10:00 to 10:30 AM
Wednesday	6:50 to 7:20 PM
Thursday	10:00 to 10:30 AM

### **Course Description**

Introduces the advanced concepts, terminology, techniques and applications of Web page design using industry standard software such as Macromedia Dreamweaver. Through application of theory, students will explore the basic principles of dynamically driven Websites using CSS (Cascading Style Sheets) while advancing interactive design, graphics, type, color, and layout skills. Note: In order to access the multimedia computer lab outside of class time, students must register for GMD-097L.

### **Student Learning Outcomes**

- Design, construct and publish an original dynamically driven web site using Adobe Dreamweaver, HTML and CSS

### **Objectives**

Lecture

- Differentiate various aspects of a web site production cycle
- Compare and contrast client-side web page design to server-side web page design
- Analyze the appropriateness and limitations of HTML and CSS
- Incorporate multimedia components, such as video into web page design projects
- Analyze and employ advanced usability principals employed by professional web site designers
- Create cross-platform and cross-browser compatible web technology
- Incorporate advanced interactive design, graphics, type, color, and layout skills into a web site designs
- Employ professional presentation techniques

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. Projects not collected will be discarded.

## **Text, Materials & Supplies**

Steve Krug, *Don't Make Me Think: A Common Sense Approach to Web Usability*, 2nd Edition [Paperback]; New Riders Press

A 2-month subscription to Lynda.com at student discounted rate

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

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 a withdrawal from the course

## **Grading Policies**

75% of your grade is determined by project-based assignments:

- Assignment #1: 150 points or 15%
- Assignment #2: 150 points or 15%
- Assignment #3: 150 points or 15%
- Assignment #4: 300 points or 30%

25% of your grade is determined by:

- Presentation, 150 points or 15%
- 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 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.

## **Disabled Students Program & Services**

For information on DSPS services, please visit: [www.canyons.edu/dsps](http://www.canyons.edu/dsps)

**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.

**Dates to Remember:**

Refund	February 21
Add	February 21
Drop w/o a W	March 2
Pass/No Pass	March 12
Drop with a W	March 30

**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.

## February

06 Introductions - Syllabus - Expected Supplies and Texts – Email Check – professoradaybell.com

08 Introduction to User Experience Design for the Web – Student Introductions

13 lynda.com – Mac Lab Overview –Introduction to Photoshop

15 *Don't Make Me Think* Presentations – Assignment #1: Ecommerce Site – Designing for Ecommerce

## 20 Holiday

22 Introduction to the Elements of User Experience - The Strategy Plane

27 Working on Assignment #1

29 The Scope Plane

## March

05 Working on Assignment #1

07 The Structure Plane

12 Working on Assignment #1

14 The Skeleton Plane

19 Working on Assignment #1

21 The Surface Plane

26 Working on Assignment #1

28 **Assignment #1: Ecommerce Site Due (150 points)** – Assignment #2: Community Site - Designing for Community

## April

02 **Spring Break**

04 **Spring Break**

09 Working on Assignment #2

11 Presentations on *Don't Make Me Think*, Chapters 1 & 2 – Typography with CSS and *Dreamweaver*

16 Working on Assignment #2

18 **Assignment #2 Due (150 points)** – Assignment #3: Entertainment Site - Designing for Entertainment - Presentations on *Don't Make Me Think*, Chapters 3, 4 & 5

23 Working on Assignment #3

25 Presentations on *Don't Make Me Think*, Chapters 6, pgs. 50-84 – Site Navigation with CSS and *Dreamweaver*

30 Working on Assignment #3

## May

02 **Assignment #3: Entertainment Site Due (150 points)** – Assignment #4: Portfolio Site - Designing for Brand Identity - Presentations on *Don't Make Me Think*, Chapters 6, pgs. 85-93

07 Working on Assignment #4

09 Presentations on *Don't Make Me Think*, Chapters 7 – Layouts with CSS and *Dreamweaver*

14 Working on Assignment #4

16 Domain Names - Domain Registration – Finding a Host - Uploading to a Remote Server

21 Working on Assignment #4

23 Individual Meetings

## 28 Holiday

30 **Assignment #4: Portfolio Site Due (300 points)**