

## Course Syllabus

**Course Number:** DF2254

**Course Title:** Fundamentals Of Web Design

**Class Meetings:** Mondays from 1:00 pm to 5:00 pm

**Session/Year:** Winter 2013

**Section:** A2

**Instructor Name:** Dawn Pedersen

**Email Address:** dawn@blulob.com

**Phone:** 916-320-1371

**Instructor Availability Outside of Class:** By appointment.

### Fundamentals Of Web Design

#### **Course Description:**

Focused on the design of web pages, this course covers the fundamentals of encoding techniques and designing features for web pages. Students learn to construct a web page with dynamic media content.

<b>Course Length:</b>	11 Weeks
<b>Contact Hours:</b>	44 Hours
<b>Lecture:</b>	22 Hours
<b>Lab:</b>	22 Hours
<b>Credit Values:</b>	3 Credits

#### **Quarter Credit Hour Definition:**

A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

(1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or

(2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours.

#### **Course Competencies:**

- **Design for specific delivery platforms.**
  - Describe advantages and limitations of delivery platforms.
  - Describe effects of delivery platforms on a variety of integrated media, including color, resolution, speed, and composition.
  - Create project performance specifications for a variety of platforms.
- **Construct a web page with dynamic media content.**
  - Apply encoding techniques for dynamic web pages.
  - Utilize software applications for web page construction.
  - Design a web page with appropriate text and graphics.
  - Demonstrate knowledge of the advantages and limitations of the delivery medium.

**Course Prerequisite:** FS122 Image Manipulation

**Required Text:** Creating a Website: The Missing Manual, 3rd Edition by Matthew MacDonald, O, ©May 10, 2011, ISBN: 978-1449301729

**Method of Instruction:** This class will be taught with lectures, discussion of the reading, quizzes, online research, and digital production using computers.

**Materials and Supplies:** USB Flash drive, sketching materials, access to a computer, and scanner or digital camera.

**Estimated Homework Hours:** 4 hours per week

**Technology Required:** Adobe Dreamweaver and Photoshop provided by the school in the personal computer lab. Access to the Internet and eCompanion. The school should provide these.

**Grading Scale:**

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student's right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student's grade shall be as follows (on a percentage of total points basis):

A	100-93
A-	92-90
B+	89-87
B	86-83
B-	82-80
C+	79-77
C	76-73
C-	72-70
D+	69-67
D	66-65
F	64 or below

**Process for Evaluation:**

Attendance and Participation	10%
Assignments and Exercises	55%
Weekly Quizzes	10%
Midterm Project	10%
Final Project	15%
<b>Total</b>	<b>100%</b>

**\*PLEASE NOTE: SHOWING UP TO CLASS AND DOING ALL ASSIGNMENTS, WITHOUT PROGRESS, DOES NOT CONSTITUTE A PASSING GRADE.**

**School Wide Grading Policies**

- Class time will be spent in a productive manner.
- Grading will be done on a point system.
- Points for individual activities will be announced.
- All work must be received by the set deadlines.
- Late work receives a grade of zero.
- On-time projects may be redone with instructor approval.
- ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS WEEK 11.

**Additional Grading Policies:**

- Late work will not be accepted. Deadlines are very serious in the industry. Each assignment must be received by the set deadline, typically one week after it is introduced. If you don't keep up with the assignments, it will become harder to comprehend later course material.
- On-time projects may be redone with instructor approval.
- The use of MyAiCampus.com is required for submitting assignments. It is the student's responsibility to report any difficulties with or confusion about the system at the time they occur?and before the deadline for the assignment. Deadlines for all assignments?whether turned in during class or via MyAiCampus.com?are not flexible. Problems with MyAiCampus.com are not a valid excuse for late work.
- Work turned into the wrong Dropbox basket for a given assignment will not be graded.
- ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS WEEK 11.

### **Classroom Policy:**

- No food allowed in class or lab at any time. Drinks in recloseable bottles allowed in classroom.
- Edible items brought to class or lab must be thrown out.
- If student elects to eat/drink outside class or lab door, missed time is recorded as absent.
- Attendance is taken hourly. Tardiness or absence is recorded in 15-minute increments.
- Break times are scheduled by the instructor at appropriate intervals.
- No private software is to be brought to lab or loaded onto school computers.
- No software games are allowed in lab (unless in course curriculum).
- Headphones are required if listening to music during lab. No headphones are allowed in lecture.
- Any student who has special needs that may affect his or her performance in this class is asked to identify his/her needs to the instructor in private by the end of the first day of class. Any resulting class performance problems that may arise for those who do not identify their needs will not receive any special grading considerations.
- It is AI-Sacramento policy that cell phones may NOT be used in the classroom. If you have an emergency that requires you to take a call during class, you MUST inform the instructor before class begins, and step outside the room to take the call or text message.

### **School-wide Attendance Policy:**

Students who do not attend any classes for fourteen (14) consecutive calendar days and fail to notify the Academic Affairs Department will be withdrawn from school. In addition, the student may be involuntarily withdrawn at the discretion of the Academic Director, and with the approval of the Dean of Academic Affairs, at any time.

### **Withdraw from a Course:**

In order to withdraw from a course (that is, receive a grade of "W"), a student must meet with his or her Academic Director before noon on the Friday of week 9.

### **Academic Dishonesty:**

Students are expected to maintain the highest standards of academic honesty while pursuing their studies at The Art Institutes. Academic dishonesty includes but is not limited to: plagiarism and cheating; misuse of academic resources or facilities; and misuse of computer software, data, equipment or networks.

Plagiarism is the use (copying) of another person's ideas, words, visual images or audio samples, presented in a manner that makes the work appear to be the student's original creation. All work that is not the student's original creation, or any idea or fact that is not "common knowledge," must be documented to avoid even accidental infractions of the conduct code.

Cheating is to gain unfair advantage on a grade by deception, fraud, or breaking the rules set forth by the instructor of the class. Cheating may include but is not limited to: copying the work of others; using notes or other materials when

unauthorized; communicating to others during an exam; and any other unfair advantage as determined by the instructor.

Students accused of academic dishonesty will be brought before a Student Conduct Committee. If the committee determines that there has been a violation of the Academic Dishonesty policy, the student will automatically fail the class and, depending on the severity of the infraction, may face further disciplinary action up to and including suspension from classes or expulsion from school.

#### **Disability Policy Statement:**

The Art Institute of California-Sacramento provides accommodations to qualified students with disabilities. The Disability Services office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at The Art Institute of California-Sacramento.

Students who seek reasonable accommodations should notify the Disabilities Services Coordinator, **Michelle Bernett** at 916-830-6970, [mbernett@hotmail.com](mailto:mbernett@hotmail.com), of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Disability Services Coordinator to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact the Director of Student Affairs, Steven Franklin, at 916-830-6973, [sfranklin@aia.edu](mailto:sfranklin@aia.edu). Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

#### **Equal Education Opportunity Policy**

The Art Institute of California-Sacramento does not discriminate on the basis of race, color, national origin, sex, gender, sexual orientation, disability, age, religion, genetic marker, or any other characteristic protected by state, local or federal law, in our programs and activities.

#### **Student Assistance Program:**

The college provides confidential short-term counseling, crisis intervention, and community referral services through the AllOne Health Student Assistance Program (SAP) for a wide range of concerns, including relationship issues, family problems, loneliness, depression, and alcohol or drug abuse. Services are available 24 hours a day, 7 days a week, at 1.888-617-3362. The Student Affairs office also offers programs on mental health-related topics each quarter. If you have any questions regarding counseling services, please contact the Student Affairs office.

#### **Library Operation Hours:**

The library is open from 8 AM to 8 PM Monday ? Thursday, 8 AM to 5 PM on Friday and 9 AM to 2 PM on Saturday. The library is closed on Sunday. Computers are available during these hours for students to work on classroom projects.

## Course Outline

<b>Meeting #1</b> Jan 7th, 2013	Introduction; History of the Internet; How the WWW works; Web usability
<b>Meeting #2</b> Jan 14th, 2013	HTML Basics
<b>Meeting #3</b> Jan 21st, 2013	Holiday - no class session.
<b>Meeting #4</b> Jan 28th, 2013	More HTML; Intro to CSS
<b>Meeting #5</b> Feb 4th, 2013	Web Color
<b>Meeting #6</b> Feb 11th, 2013	Web Graphics
<b>Meeting #7</b> Feb 18th, 2013	CSS Layout
<b>Meeting #8</b> Feb 25th, 2013	HTML Challenges
<b>Meeting #9</b> Mar 4th, 2013	Using Dreamweaver
<b>Meeting #10</b> Mar 11th, 2013	HTML Tables
<b>Meeting #11</b> Mar 18th, 2013	HTML Forms; Final Project Lab