Course Syllabus
Art 441– Web II – Web + UI/UX Design
Spring 20XX

CHARLESTON
SOUTHERN
UNIVERSITY

Instructor Information

Instructor:	Ed Speyers
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Office Hours:	Mon 11:30am-12:30pm + 3:30-5:00, Tues 11:30-12:30, Wed 3:30-5, Thurs 9:30 – 12:30pm or by app.

Course Identification

Course Number:	Art 441-01
Course Name:	Web II
Course Location:	Library Basement 104
Class Times:	T + R, 12:30p.m – 3:20pm
Textbook:	*A Smarter Way to Learn HTML & CSS*, Mark Myers © 2015
Prerequisites:	Beginning Design - Art 215, Digital Image Editing – Art 221, Visual Communication – Art 216

Course Description/Overview

This course teaches the fundamentals of Web Design. Students will learn the basics of the hardware and software that makes up the World Wide Web. Then we will proceed to learn some of the common content management systems and programming languages required to create websites. After students develop their software and coding knowledge, they will then employ their design skills as they upload their websites to for the world to see.

Course Learning Objectives & Outcomes

This course will allow the student to develop an in-depth knowledge of the HTML & CSS coding process as well as proper layout, planning, information architecture and design techniques used in the World Wide Web today.

1) The student will properly plan a website, understanding client objectives and design goals.

2) Students will use Photoshop and their sketchbook to layout websites and plan the information architecture (UI) to meet a prospective client's goals as well as potential customers.

3) After effective layout techniques have been used, students will then code their websites using proper HTML and CSS web standards.

4) Students will learn to effectively upload their completed websites to a publicly available server while employing proper DNS protocol.

5) Students will learn how engaging in the creative process can change our perception of the world. What techniques found online exemplify foundational Christian values and what methods detract from it?

Course Website(s)

- Blackboard<http://online.csuniv.edu/

Recommended Texts

- *The Non-Designers Web Book, 3rd ed. Robin Williams and John Tollett.* © 2005 *PeachPit Press*
- Use the Wordpress, Code & Web Design Training Resource links found on BlackBoard

Course Supplies

Be sure to bring your textbook, notebook and **sketchpad** to EVERY class. Sketches will be a crucial part of the planning process for this class. Bring a **backup tool** to every class (Flash drive, blank DVD, portable hard drive etc.). Also bring **headphones** to every class in the event you need to watch a video tutorial for instruction.

Students will also be required to purchase hosting and a domain name on their own. Hosting options will be made available to the students. However, the student will not be required to purchase domains or hosting through any particular company, as long as said hosting meets the minimum requirements outlined in class. The total cost of hosting and domain needed for all of Web II should be no more than $60.

Course Requirements

Grades will be based on the following:

Presentations/tests	10%
Class Projects (using design rubric)	70%
Attendance/attitude/work ethic	20%
Total Points	**100**

Late projects will lose one grade letter per day of lateness.

Presentations and Tests – Students who miss a presentation or test for a valid reason, such as mandatory university events or documented illness, may receive a second opportunity at an agreed upon time, provided the request is made before the absence. If absent from a presentation or test without a valid excuse, a grade of "0" will be assigned.

Class Participation – When it is time to work - work. Show up for class ready to focus on the given projects. It is okay to talk while working on projects if the professor isn't talking. However, do not do so to the detriment of your neighbor. If your talking detracts from your productivity or someone else's, move to a different seat before the professor assigns you one. Read the assignments before class when applicable. Students sleeping, texting, talking,

playing games or engaging in any behavior that is distracting to others in the class will be asked to leave, counted absent for the class and be required to make up the missed work on their own time. This constitutes 20% of the final grade made up largely of attendance attitude and work ethic.

Attendance

Charleston Southern University's "FA" policy will be enforced. This means that any student **missing 7 classes** will receive a grade of "FA" or "failure for absences." (See the CSU undergraduate catalog.) Except under extreme circumstances, it is the student's responsibility to make up information they missed due to absence. The most effective use of a student's time is to show up to class, take notes or work and pay attention. Come to class ready to learn!

Grading Scheme

Grading System

Letter Grade	Percentage	Grade points/credit	Rating
A	90% & above	4.00	Excellent
B+	88% – 89%	3.50	Very good
B	80% – 87%	3.00	Good
C+	78% – 79%	2.50	Above average
C	70% – 77%	2.00	Average
D	60% - 69%	1.00	Inferior
F	59% and below	0.00	Failure
I	Incomplete; given only when a student is unable to complete a segment of the course because of circumstances beyond their control.		

Sample Rubric:

Design Project Grading Rubric - Software	Max Points
Communicates assignment's objectives	/5
Creativity / Design Skill	/5
Attention to technical detail, code syntax	/5
Software competency. Are all features of the software used that could benefit the end result of the project?	/5
Total	**20**

Academic Integrity Policy

Students found guilty of "academic dishonesty" will receive a grade of "FD" or "failure due to academic dishonesty," and may face other disciplinary actions. For a definition of "academic dishonesty" and for information about procedures and appeals, see the Student Handbook. Plagiarism checkers will be used. Cutting and pasting content (**images, text or code snippets**) from online without proper citation or permission will be noticed and dealt with accordingly. Make sure content used is your own, that the content you're using is

royalty free (or paid for) or that you have permission from the owner. Otherwise DON'T USE IT!

Students with Disabilities

Any student who may need accommodations in class should review the requirements and procedures for this on the Disability Services website (http://www.csuniv.edu/disabilityservices), then contact Disability Services (863-8010). Once you have received approval for accommodations through Disability Services, please contact the instructor about this.

Student Course Evaluations

Students will have an opportunity to submit an online evaluation at the end of this course. Feedback from students is extremely valuable to administrators and faculty. The completion of these evaluations is strongly encouraged. More details will be made available later in the semester.

Classroom Etiquette

All electronic devices will be silent and out of sight. Turn off cell phones. Give this number to anyone who needs to reach you in an emergency: Campus Safety Office 553-5896 (on campus 7103/7105 or #20)

Project Backups

It is the responsibility of the student to have a backup system in place for all projects in the event of a crash or loss or theft. CSU is not responsible for saving student's work. Lab machine's crash periodically. Students accidentally delete other student's work. The student's content should be stored a minimum of two places outside of the classroom. Homework not completed because of loss for any reason will not be shown leniency.

Course Schedule

All dates given for projects are subject to change, provided that students are given acceptable notice.

Week 1 – Tuesday + Thursday, Jan 11 + Jan 13
Review Syllabus, Samples website review
Discuss course content
Project 1 Learning HTML & CSS, headings, fonts and links.
Bring Flash Drive for backups!

Martin Luther King Day (no classes) Monday, Jan 17

Week 2 – Tuesday + Thursday, Jan 18 + 20
Continue planning a website.
What is information Architecture? Reviewing samples. Creating a personalized logo for the web.
Project 3: HTML Classes, Fonts, Styles and Colors

Week 3 – Tuesday + Thursday, Jan 25 + 27
Laying out the design. Proper design technique. What NOT to do.
Photoshop techniques. Selecting proper content.
Project 4 HTML + CSS spacing, alignment, indentation, borders & padding

Week 4 – Tuesday + Thursday, Feb 1 + 3
Basic XHMTL. Video Tutorials
Using different coding tools. Basics of web servers.
Project 5: Inheritance, ID's, divs, images (block + Inline)

Week 5 – Tuesday + Thursday, Feb 8 + 10
UI and UX – What's the difference?
Continue with video Tutorials.
Importance of CSS for design aesthetic as well efficiency
Project # 6 Positioning images, floating points, links, addresses and styling.

Week 6 – Tuesday + Thursday, Feb 15 + 17
UI Deep Dive
Buying web hosting, how does it work, how to access it and upload content.
Project 3 continued

Week 7 – Tuesday + Thursday, Feb 22 + 24
UX Deep Dive
Converting your Portfolio Website layout in to HMTL
From PSD to HMTL.
Creating a usable color palette.
Project # 3 due

Week 8 – Tuesday + Thursday, March 1 + 3
Properly preparing graphics for the web.
.pdf vs .jpg vs .gif. vs .png vs .bmp vs eps.
Guest Speaker
Project #4

Spring Break

Week 9 – Tuesday + Thursday, March 15 + 17
Designing and Slicing in Photoshop – the next level
Exporting process to Dreamweaver.
Project 4 continued

Week 10 – Tuesday + Thursday, March 22 + 24
The beauty of the CMS
Wordpress, Drupal, Joomla and more! Exploring CMSmatrix.org
Project # 4 Due.

Week 11 – Tuesday + Thursday, March 29 + 31
The business of web design
Guest Speaker
Project 5 – Final Project.
Week 12 – Tuesday + Thursday, April 5 + 7
How to connect to databases.
Uses of PHP and MySQL
Project # 5 continued.

Week 13 – Tuesday + Thursday, April 12 + 14
Choosing appropriate portfolio content for the online platform
How online material is different than print
Project # 5 continued.

Week 14 – Tuesday + Thursday, April 19 + 21
Work Week, completing final
Project 5 continued.

Week 15 – Tuesday, April 26
Course review, final project revisions

Final Critique