

Web Site

Spring Semester 2008

D-e-s-i-g-n-

Instructor:

Cami C Boehme

E-mail:

cami@digitalslant.com

Office Location:

55 North Main Suite 403

(Upstairs across from

Coppermill)

Office Phone:

755-5783

Office Hours:

after class &

by appointment

Text: There is no official text for the course. Class reference notes will be passed out with assignments and examples necessary, but you will be responsible for taking detailed notes of your own as well. Several professional HTML guides are also available, and I highly recommend getting one. Those published by PeachPit Press are the best.

Objectives: In this course, you will learn how to design and build professional-quality Internet sites. The course will cover Web page programming using HTML and other languages and graphic design using Adobe Photoshop. The overall objective of the course is to help students be fluent in the language of design be comfortable with basic tools of web programming. Internet design is currently and will continue to be a necessary and marketable skill in several communication fields including journalism, public relations, marketing and many others. As communication practitioners, you should be able to confidently plan, discuss and work on a team to create Internet strategies appropriate for your audience. This class will aide you with the knowledge you need to be well-versed enough to do just that.

Note: *This course is a basic design class without prerequisites, but students are expected to have a basic working knowledge of the Internet, computers and file structures. If you are worried about this at all, please don't take the class or be prepared to challenge yourself.*

Grading: Grades will be based on attendance, assignments and class projects. Attendance is worth 5 pts. a day (150 pts. total) You will have assignments due most weeks (125 pts. total), a midterm project (175 pts.) and a final project due on the day of the Final Exam (550 pts.) for a total of 1000 pts. Your final grade will be based on a percentage of points received:

A	940+ points	B	840-869	C	740-769	D	640-669
A-	900-939	B-	800-839	C-	700-739	D-	600-639
B+	870-899	C+	770-739	D+	670-699	F	599 or less

Hint: *Weekly assignments are intended to help with the projects. In the past, students who have attended class and turned in assignments regularly have completed the final project with ease!*

Weekly Assignments: Weekly assignments will be based on class lectures for the week. Most assignments will be exercises you can use on your midterm and final projects. Unless otherwise noted, assignments are due Mondays by 8 am. Late assignments **WILL NOT** be accepted.

**** Most assignments will be turned in via email. For these assignments, begin the subject of your email with "5210: " and link to the assignment in the body using http:// in the address. ****

Personal Midterm Project: Your midterm will be a Web page for yourself. Your page can contain content such as a resume, photo album, family information, interests, links, etc.

Final Group Project: Your final will be a Web site for a client. Clients can be businesses, academic departments, organizations, etc. The final project includes several preliminary steps such as a goals analysis, flowchart, storyboard and interface which will be due incrementally beginning before the midterm. The sooner you start planning and communicating with a client, the better.

Extra Help: Please ask if you are struggling – this is a discipline that builds on itself and you don't want to find yourself too far behind. I am available if you make an appointment and will schedule periodic labs. However, I ALMOST ALWAYS leave class time to work – utilize this. Your commitment to learning and ability to stay on track will determine your success & grade in this class.



Notice:

*Use of HTML editors such as Netscape Composer, Page Mill, Front Page, Ultradev, Dreamweaver, Go Live, etc., etc., is strictly forbidden and will be considered academic dishonesty -- resulting in disciplinary action and **an automatic F in the class. I'm not kidding about this!***

Week	Topic	Assignments Due
<p style="text-align: center;">1 1/7 - 1/10</p>	<p>Introduction WWW basics: What is Internet design? Content and navigation overview Exploring Internet Design</p>	<p>Web Page Evaluation: Turn Hard Copy in on Wednesday in Class</p>
<p style="text-align: center;">2 1/14 - 1/16</p>	<p>Introduction to HTML Basics of CSS-based HTML programming Tags & HTML lingo Setting up and saving HTML files. Grabbing graphics from the Internet Using images in HTML</p>	<p>Basic Page Formatting: Turn in Hard Copy to department office by Friday @ 9 am</p>
<p style="text-align: center;">3 1/23</p>	<p>NO CLASS MONDAY More HTML tags and uploading More CSS options and methods Uploading using FTP</p>	<p>Uploading & Style Sheets: E-mail by Monday @ 8</p>
<p style="text-align: center;">4 1/28 - 1/30</p>	<p>Intro. to Photoshop and graphics Layers and image composition How to create a simple Welcome banner Resolution & screen size Exporting web-ready files FINAL: Group and Client Chosen</p>	<p>Photoshop Welcome Image: Turn in file on Monday in class</p>
<p style="text-align: center;">5 2/4 - 2/6</p>	<p>Site organization & navigation Links and anchors Designing content and basic table setup FINAL: Discuss Planning & Goals Analysis</p>	<p>HTML Resume: E-mail by Monday @ 8</p>
<p style="text-align: center;">6 2/11 - 2/13</p>	<p>More Photoshop. Scanning and color correction The difference between jpg and gif formats and file sizes. Controlling file sizes and optimization.</p>	<p>Draft: Client Goals Analysis: Turn in Wednesday in class (Hard Copy – NO EMAILS!)</p>
<p style="text-align: center;">7 2/19 - 2/20</p>	<p>NO CLASS MONDAY – CLASS ON TUESDAY Using Tables & CSS for navigation Nesting tables within cells. Linking local pages together.</p>	<p>Linking: E-mail by Monday @ 8</p>
<p style="text-align: center;">8 2/25 - 2/27</p>	<p>Midterm projects due Wednesday. Monday will be a questions and work day. Wednesday, we will have in-class presentations of your midterm projects which must be completed and uploaded <u>before class</u> Wednesday.</p>	<p>Midterm Project: In class Wednesday</p>

Week	Topic	Assignments Due
<p style="text-align: center;">9 3/3 - 3/5</p>	<p>FINAL: Discuss Storyboarding & the importance of site planning</p> <p>More Photoshop</p> <p>Exploring filters and background colors</p> <p>Saving time with customized actions</p> <p>Using layer options and effects</p> <p>Customizing and altering logos for the Internet</p> <p>Incorporating logos into Interface designs</p>	<p>Client Logo: Show me in class Wednesday</p>
<p style="text-align: center;">10 3/17 - 3/19</p>	<p>Advanced Photoshop</p> <p>Using paths to draw shapes or cut out images</p> <p>Using masks to create professional collages and merge multiple images</p> <p>Creating images for rollovers</p> <p>Interface design and sample site designs</p> <p>Navigational design using Photoshop</p>	<p>Draft: Flowchart & Storyboard: Turn in TUESDAY in class (Hard Copy – NO EMAILS)</p>
<p style="text-align: center;">11 3/24 - 3/26</p>	<p>Options for placement and interactivity:</p> <p>CSS-based rollovers</p> <p>Image Maps</p> <p>Dynamic HTML & Layers</p> <p>Cutting images apart in Photoshop</p>	<p>Interface: Due in Class Thursday</p>
<p style="text-align: center;">12 3/31 - 4/2</p>	<p>Options for placement and interactivity cont.:</p> <p>Interface coding design</p> <p>Basic animation</p> <p>FINAL: Discuss web-based content</p>	<p>Rollovers OR Layers: E-mail by Monday @ 8</p>
<p style="text-align: center;">13 4/7 - 4/9</p>	<p>Using forms for user feedback</p> <p>Basic form structure and set up</p> <p>More on Style Sheets & design options</p> <p>Publishing Options: web builders and other tools</p>	<p>Rough Draft of Final Site Content Due: HARD COPY – no emails, by Wednesday in class</p>
<p style="text-align: center;">14 4/14 - 4/16</p>	<p>Understanding site promotion & Web marketing</p> <p>What do you do after your Internet site is up?</p> <p>How to get your site seen by search engines and increase visibility.</p> <p>Setting up your site on a custom URL and working with hosting companies.</p>	<p>Site Promotion Plan: Turn in with final next week – individual assignment</p>
<p style="text-align: center;">15 4/21 - 4/23</p>	<p>Review Week: question and work time & preview of additional software options. – You will present your projects during our scheduled Final Exam.</p> <p style="text-align: center;">** Your client web site must be completed and uploaded before the final begins, & all aspects of final project are due then as well. **</p>	<p>Final Project: Present during final exam day, also turn in: Final Client Goals Analysis, Storyboard & Project Summary</p>

Remember: Learning is a progressive discovery of our ignorance!

Name: _____

Multimedia Online Grading Sheet

Assignment Points Poss. Awarded

Attendance (150 total)

Days attended _____ x 5 _____

Assignments (125 total)

- | | | |
|--------------------------------------|----|-------|
| 1. Web Page Evaluation | 10 | _____ |
| 2. Basic Page Formatting | 10 | _____ |
| 3. Uploading / Style Sheets | 10 | _____ |
| 4. Photoshop Layers (Welcome Banner) | 10 | _____ |
| 5. HTML Resume | 25 | _____ |
| 6. Linking | 25 | _____ |
| 7. Client Logo | 10 | _____ |
| 8. Choose Rollovers or Layers | 25 | _____ |

Midterm Project (175 Total)

Details to Come 175 _____

Final Project (550 total)

Documentation & Planning: (250)

- | | | |
|--|----|-------|
| 1. Client Goals Analysis (turn in twice) | 30 | _____ |
| 2. Storyboard (turn in twice) | 30 | _____ |
| 3. Interface | 75 | _____ |
| 4. Rough Draft -- Site Content | 50 | _____ |
| 5. Site Promotion Plan | 50 | _____ |
| 6. Summary & Review | 15 | _____ |

Client Web Page (300)

Details to Come 300 _____

Total Points 1000 _____