

# WEB DESIGN PRINCIPLES

SPRING 2016

## INSTRUCTOR INFORMATION

Instructor	Email	Office Hours
Jessica Pelasky	<a href="mailto:jessica.pelasky@jou.ufl.edu">jessica.pelasky@jou.ufl.edu</a> <a href="mailto:jessica.pelasky@gmail.com">jessica.pelasky@gmail.com</a>	M-F: 1-3pm  <i>** Please email to schedule a meeting time.</i>
	<b>Phone</b> 419-961-0583	

*\*\* Email is first preferred method of contact via UF email address; do not use mail function in Canvas. Responses will normally be answered within 12-24 hours. If an emergency, please call/text.*

## BIO

At age 13, Jessica designed her first website by teaching herself the "ins-and-outs" of the web design/online world, which in return has allowed her to successfully run her own web design business since age 15. After graduating high school, she enrolled in an e-learning environment to pursue a Bachelor of Science in Web Development and Design.

For the last 10 years she has helped various small businesses/individuals from across the country develop their online brand. She currently maintains/hosts about 20 client websites while also maintaining her rapidly-growing blog.

She has always loved sharing her web design knowledge, while also helping individuals better themselves concerning new technological skills; because of this, she also obtained a Masters of Arts in Adult Education and Training (also via an e-learning environment).

Since 2013, she has been an online adjunct instructor for various Certificate, Bachelors, and Masters programs. The University of Florida's College of Journalism's Web Design and Online Communications program has been her latest adventure since Spring 2014; she currently teaches Web Design Principles and Advanced Web Topics 1.

## TEACHING PHILOSOPHY

She plans on teaching this class assuming that you are a beginner with HTML and CSS and know nothing about the history or rules of web design. She believes a successful website designer should be able to develop a complete website from the ground up; meaning, coding HTML and CSS from scratch without the use of pretty web design software. :)

## COURSE INFORMATION

### COURSE NUMBER

MMC 5277

### CREDITS

4

## SYLLABUS

### PREREQUISITES, KNOWLEDGE, AND SKILLS

None

### DESCRIPTION

By the end of this course students will have a foundational knowledge of website creation from start to finish concerning the following web design stages: planning, design, development, and publishing. Students will also gain confidence in creating, coding, and uploading websites formatted with CSS to the Internet. This course will also teach students basic rules with a historical understanding of the evolution in web design coding. Students will also gain knowledge of the industry-standard design guidelines to successfully hand code their own websites.

### GOALS AND OBJECTIVES

By the end of this course, students will:

- Define and discuss web design terminology and trends
- Apply the basics of XHTML and CSS to create complete fully functioning websites
- Read, use, and write XHTML and CSS
- Ability to upload websites to remote servers via FTP

### COURSE MATERIALS

#### REQUIRED MATERIALS

Webcam/mic (live lectures/in-class presentations)

#### RECOMMENDED MATERIALS

Two-Monitor setup (to code along with instructor during live lectures)

#### REQUIRED TEXTBOOK

HTML and CSS: Visual QuickStart Guide 8th Edition by Elizabeth Castro, Bruce Hyslop

#### RECOMMENDED TEXTBOOK

Dreamweaver CC: Visual QuickStart Guide by Tom Negrino, Dori Smith

#### REQUIRED SOFTWARE

MS Word and Text editor [Brackets, Sublime Text, Notepad++ (win), TextMate (mac), or TextWrangler (mac)]

#### RECOMMENDED SOFTWARE

Adobe Dreamweaver and Photoshop: Creative Cloud version

## SYLLABUS

### SUGGESTED SOFTWARE

Adobe Illustrator or InDesign

### REQUIRED PURCHASE

Domain name and basic hosting

*\*\* Will discuss the during the first Live Lecture*

### LIVE LECTURE SCHEDULE

Day	Time	Event	Location
Tuesday	8-10 pm EST	Live Lecture	Adobe Connect
Thursday	8-10 pm EST	Live Lecture	Adobe Connect

### IMPORTANT URLS

CANVAS CLASSROOM:

- <https://ufl.instructure.com/courses/323818>

ADOBE CONNECT LIVE LECTURE:

- [https://uflcoj.adobeconnect.com/mmc5277\\_spring16](https://uflcoj.adobeconnect.com/mmc5277_spring16)

### COURSE EXPECTATIONS

#### LIVE LECTURE ATTENDANCE POLICY

Students are expected to attend all live lectures in Adobe Connect; attendance is kept track of during each live lecture.

Each live lecture is recorded and provided to all students; therefore, if emergency circumstances permit student from attending live lectures, he/she will be required to let their Instructor know ahead of time. Student will also be expected to watch the recording within one (1) week of missed lecture. *Missing lectures for anything other than emergencies are not excused.*

*If a situation develops where student is unable to attend any live lectures throughout the semester, they will be required to contact Instructor the first week of class to discuss their options. Arrangements will be made on an individual basis.*

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalogue at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

## SYLLABUS

### MISSED LIVE LECTURES

If absence is excused, student must watch the class recording and submit a Summary Submission to Instructor detailing the topics covered during the recorded lecture. Summaries should be submitted via Instructor's UF email no more than one week (7 days) after the recording date.

Summary Submissions must be submitted via Word Document with the proper format provided by Instructor during the first live lecture. Be sure to save Summary Submissions as:

[Week#]\_[Day: Tuesday/Thursday]\_SummarySubmission\_[LastnameFirstname].doc

### LIVE LECTURE PARTICIPATION

Students are also expected to actively participate during all live lectures when discussing, coding, and any group assignments. Participation is also kept track of during each live lecture.

When working on coding exercises, Instructor expects students to follow along and/or take notes.

*To compensate for note taking and lack of participation during live lectures, student may email Instructor any notes or coding that were taken.*

Class presentations will also be held throughout the semester. Instructor expects all students to give classmates constructive critiques during presentations nights.

### READINGS

A combination of textbook readings as well as Instructor provided links will be used throughout the semester.

### SELF-STUDY

Students are also expected to self-study various web design trends and coding methods outside of live lectures but will not be quizzed on it; however students are encouraged to try any advanced coding methods self-studied.

### DISCUSSION BOARDS

Discussion Boards via Canvas will be utilized to conduct conversations of design, helpful coding tips and tricks, as well as sharing any links to inspirational sites and articles. Discussions are also taken into consideration concerning participation.

Instructor may also post zip files and other necessary documents and information throughout the semester via Discussion Boards.

### HOMEWORK

Students will complete homework assignments to reinforce information taught during the live lectures. These assignments are less intense than projects and focus more on execution and research rather than creativity and design. Students will have at least five (5) days to complete each homework assignment, unless otherwise noted ahead of time.

## SYLLABUS

### QUIZZES

Quizzes will be assigned throughout the semester. These quizzes will cover lecture information and possible assigned readings. There will be no extensions for late quizzes, unless previous arrangements have been made. Quizzes may be assigned during live lectures; otherwise students will have at least 48 hours to complete each quiz, unless otherwise noted ahead of time.

### PROJECTS

There will be four (4) major projects throughout the semester. Each project will have specific requirements catering to the information taught during live lectures.

- Project 1 – Wireframe (associated with Final Project)
- Project 2 - Mock up (associated with Final Project)
- Project 3 – Small, Fully Coded website
- Final Project – Fully Functioning website

All projects will be presented during the live lectures as a part of the project rubric. If student is not able to attend presentation nights, student will be required to record presentation ahead of time and upload the video via YouTube. Student will then provide URL to Instructor via UF email.

### DEADLINES AND DUE DATES

All deadlines and due dates will be provided by Instructor during the first live lecture via calendar format. If adjustments are needed throughout the semester, student will be notified by Instructor ahead of time.

### LATE WORK

All work is due on or before the scheduled due date. Extensions will only be given on a case-by-case basis by Instructor.

*Inconveniences such as family vacation or minor illness are not valid reasons for any extension.*

Unless excused, work submitted within 24 hours after the due date will automatically be deducted by 30%.

*No work will be accepted for a grade past 24 hours. Late is late, whether it's 5 minutes or 5 hours.*

Issues with uploading work for a grade is not an excuse. If student is having technical difficulties with Canvas, there are other means to submit completed work. Student may email .zip files or even links to Dropbox folders to Instructor via UF email.

*Students should compensate for technical difficulties by not waiting until the last minute to submit work.*

### CHEATING AND PLAGERIZING

Neither situation will be tolerated in this class; repercussions will be given depending on each situation. Students are expected to code all homework and projects from scratch by starting with a blank document each and every time. Instructor will provide various coding set-ups throughout the semester; however this will be the only situation where students may use Instructor's code.

## SYLLABUS

### GRADING

Students are evaluated on the basis of their timely and effective completion of graded work.

Participation*	10%	Project1	10%
Quizzes	10%	Project2	10%
Homework	15%	Project3	15%
Group Work	10%	Final Project	20%

*\*Participation includes: presence in class (chat, responses to questions, actively engaged, submitted notes, etc.) and Discussion Board activity (reading and postings).*

### GRADING SCALE

A = 93-100	A- = 90-92	B+ = 87-89	B = 83-86
B- = 80-82	C+ = 77-79	C = 73-76	C- = 70-72
D+ = 67-69	D = 63- 66	D- = 60-63	E = 0-59

## UNIVERSITY POLICIES

### ACCOMMODATING STUDENTS WITH DISABILITIES

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

### NETIQUETTE: COMMUNICATION COURTESY

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

### CLASS DEMEANOR

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

## SYLLABUS

Instructor will identify critical issues related to the course, teach relevant information, assign appropriate learning activities, create opportunities for assessing performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for student to have confidence that he/she has mastered the material, and for Instructor to determine that student is meeting all course requirements.

At all times it is expected that student will welcome and respond professionally to assessment feedback, student will treat fellow students and Instructor with respect, and student will contribute to the success of the class as best as he/she can.

## GETTING HELP

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

- [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu)
- (352) 392-HELP - select option 2
- <https://lss.at.ufl.edu/help.shtml>

*\*\*Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.*

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
  - <http://www.counseling.ufl.edu/cwc/Default.aspx>
  - 352-392-1575
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

## COURSE EVALUATION

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>

Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>

## UNIVERSITY POLICY ON ACADEMIC MISCONDUCT

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

## ACADEMIC HONESTY

All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

**Plagiarism:** Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

**Cheating:** Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

**Misrepresenting Research Data:** The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.



## SYLLABUS

Students are expected to adhere to the University of Florida Code of Conduct

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>

If you have additional questions, please refer to the Online Graduate Program Student Handbook you received when you were admitted into the Program.

### “TENTATIVE” COURSE SCHEDULE

#### WEEK 1

- Course Introduction: Syllabus, Calendar
- Internet/Web Design History
- Terminology
- Domain/Hosting Servers
- Parts and Pieces of a Webpage
- XHTML Rules
- Tags and Attributes
- Starting a Website
- Intro to XHTML Coding

#### WEEK 2

- XHTML Coding
- Lists
- Images
- Fav Icons
- Embed Coding – YouTube and Google Maps
- Tables

#### WEEK 3

- Wireframes
- Website Design/Development/Content/Goals/Inspirations
- XHTML Coding

#### WEEK 4

- FTP
- File Structure
- XHTML and CSS Coding

## SYLLABUS

### WEEK 5

- XHTML and CSS Coding

### WEEK 6

- XHTML and CSS Coding

### WEEK 7

- Design Mock-up
- Page Layouts with CSS

### WEEK 8

- Coding with Dreamweaver
- Dreamweaver FTP

### WEEK 9

- Using Design Mock-ups with Web Design
- Photoshop

### WEEK 10

- XHTML and CSS Coding
- Dreamweaver Templates and Library Items
- HTML Templates

### WEEK 11

- CSS3 coding
- Dreamweaver Rollover Images
- CSS Sprites
- Hover Effects

### WEEK 12

- XHTML and CSS Coding

### WEEK 13

- Dreamweaver Spry
- JQuery/JavaScript and DHTML
- SEO

## SYLLABUS

### WEEK 14

- Forms

### WEEK 15

- XHTML and CSS Coding

### WEEK 16

- Wrap-up Class

### DISCLAIMER

This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.