



FALL 2016

## INSTRUCTOR

JESSICA PELASKY

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## CONTACT:

If you have questions on course content, please email instructor directly via her UF email address ([jessica.pelasky@jou.ufl.edu](mailto:jessica.pelasky@jou.ufl.edu)). For all emergencies, please contact Instructor via phone.

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## OFFICE HOURS:

If you are unsure about something or would like to better understand a topic or assignment, reaching out is always the best idea. You may contact Instructor via UF email at any time with questions or concerns in which a response should be sent within a 1-12 hour window. If needed, you may also schedule a one-on-one meeting at an agreed upon timeframe.

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## INSTRUCTOR BIO:

Jessica Pelasky has obtained a Bachelor of Science in Web Development and Design as well as Masters of Arts in Adult Education and Training – both via e-learning environments.

She has successfully managed her own Freelance Web Design business for the last 18 years by developing various small businesses/individuals across the country with their own online brand. Her business focuses on domain registration and hosting, web design, and blogging services. Every project is unique and built from the ground up by using the latest techniques in web design. Jessica's web design experience ranges in small to medium sized businesses/organizations such as up-and-coming recording artists, Broadway stars, actors, authors, churches/missionaries, state campgrounds, school districts and activities, medical offices, as well as radio stations.

Jessica has always loved sharing her web design knowledge, while also helping individuals better themselves concerning new technological skills. For the last four years, she has been an online adjunct/facilitator for various Certificate, Bachelors, and Masters programs.

## COURSE WEBSITE AND LOGIN

Your course is available in Canvas (UF e-Learning) -- <http://elearning.ufl.edu>

*Click the blue e-Learning button; login with your GatorLink account; your course will be in the Courses menu on the left navigation (you might have to click All Courses at the bottom depending on how many courses you have taken at UF).*

*Please contact UF Helpdesk <http://helpdesk.ufl.edu> (352) 392-HELP (4357) if you have any trouble with accessing your course.*

## CANVAS CLASSROOM URL:

<https://ufl.instructure.com/courses/330758>

## CONNECT URL – LIVE LECTURES:

[https://uflcoj.adobeconnect.com/mmc5277\\_fall16](https://uflcoj.adobeconnect.com/mmc5277_fall16)

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## Meeting Time:

This course tends to meet on Tuesday and Thursdays from 8pm-10pm EST.

## COURSE DESCRIPTION

By the end of this course, students will be comfortable creating, coding and posting basic HTML and CSS files to the Internet. Equipped with a historical understanding of the Web's evolution and key industry-standard design guidelines to ensure strong online presentation, students will have a foundational knowledge of website creation, and will apply it to the planning, design and development of your own Web page over the course of the semester. Critical thinking will be encouraged through class interactions, projects, and online postings.

## COURSE OBJECTIVES

- Define and discuss web design history, terminology, and current trends
- Read, use, and write HTML5 and CSS3
- Acquire and set up domain and remote hosting accounts
- Ability to upload and maintain websites with remote servers via FTP

## COURSE EXPECTATIONS

### LIVE LECTURES AND SUPPLEMENTAL RECORDINGS:

This is a hybrid course where students will either meet live for coding lectures or they will be provided with supplemental recorded lectures via Canvas Classroom. The Live Lecture schedule is available via your Canvas Classroom as are the links to supplemental recordings via each week's module. Supplemental recordings will vary in length depending on the material. It is your responsibility to watch each video.

There will also various optional Q&A Live Lectures to give you the chance to ask questions directly to the instructor regarding course related topics. Attendance will not be recorded, but you are encouraged to attend.

All projects will be presented during the live lectures. Instructor expects all students to give classmates constructive critiques during presentations nights. 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.

The Instructor will also send/post a weekly introduction video each Sunday that can be viewable via the Announcements section in your Canvas Classroom. This video will summarize what students should expect during the upcoming week.

#### READINGS:

A combination of textbook readings (HTML and CSS: Visual QuickStart Guide 8th Edition by Elizabeth Castro, Bruce Hyslop) as well as Instructor provided links will be used throughout the semester.

#### DISCUSSIONS:

Discussion Boards via Canvas will be utilized throughout the semester to conduct conversations of design, helpful coding tips and tricks, as well as sharing any links to inspirational sites and articles. Each week students are to respond to the each of the two (2) new discussion postings while also responding to at least two (2) classmates' discussion postings per week (totaling 30 of each discussion category by the end of the semester). Students will have the entire semester to submit new discussion postings as well as respond to classmates'.

#### HOMEWORK/GROUP WORK:

Students will complete eight (8) homework and group work assignments throughout the semester to reinforce information taught during the recorded lectures. These assignments are less intense than projects and focus more on execution, and possibly working together rather than creativity and design. Students will have at least one week (7 days) to complete each homework/group assignment.

#### QUIZZES:

Four (4) quizzes will be assigned throughout the semester which will cover lecture information and possible assigned readings. Students will have at least one week (7 days) to complete each quiz.

#### PROJECTS:

There will be three (3) major projects throughout the semester that will correlate with each other and by the end of the semester, you will have created a fully functioning website. Each project will have specific requirements catering to the information taught during lectures and may also require outside research. Students will have two (2) to four (4) weeks to complete each project.

#### SELF STUDY:

Students are also expected to self-study various web design trends and coding methods not covered within course materials, but will not be quizzed on it. The subject of Web Design is such a large topic in which you can't possibly learn everything within this course; therefore, students are encouraged to try any advanced coding methods self-studied.

## COURSE MATERIALS

### REQUIRED ACCESSORIES:

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

### SUGGESTED ACCESSORIES:

- 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](#)

### REQUIRED SOFTWARE:

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

*\*\* Details provided in Course Intro and Week 2 and 3.*

### SUGGESTED SOFTWARE:

- Photoshop, Adobe Illustrator, or InDesign

### REQUIRED PURCHASES:

- Domain name and basic hosting

*\*\* Details provided in Week 1.*

## PREREQUISITE KNOWLEDGE AND SKILLS:

Basic Computer Knowledge is required for this course. Various Video Tutorials will be provided to assist students via your Canvas Classroom.

## TEACHING PHILOSOPHY:

The Instructor plans on teaching this class assuming that students 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 design a complete website from the ground up; meaning, coding HTML and CSS from scratch without the use of pretty web design software. :)

## COURSE POLICIES:

### LIVE LECTURE ATTENDANCE POLICY:

Each student is required to attend all Live Lectures and actively participate.

Each live lecture is recorded and provided to all students afterwards; 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 week (7 days) of missed lecture, and fill out the Summary Submission form in compensation. 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.

Students will not be required to submit a Summary Submission for supplemental recorded lectures.

#### LIVE LECTURE PARTICIPATION POLICY:

Participation is 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/lack of participation during live lectures, student may email Instructor any notes or coding taken during Live Lectures.

#### LATE WORK AND MAKE-UP POLICY:

All deadlines and due dates will be provided by Instructor. If adjustments are needed throughout the semester, student will be notified by Instructor ahead of time.

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 are not valid reasons for any extension.

Unless excused, work submitted within 24 hours after the due date will automatically be deducted by 30%. Late is late, whether it's 5 minutes or 5 hours.

No work will be accepted past 24 hours after the due date.

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. Issues with uploading work for a grade is not an excuse. Please contact UF helpdesk at (352) 392-HELP regarding any technical issues.

*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>*

#### COURSEWORK SUBMISSIONS:

All graded coursework should be submitted through Canvas via the Assignments or Discussions sections. 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.

#### DEADLINES:

This class, like others, involves many deadlines. Each week starts on Sunday and goes through the following Sunday. Here are your average assignment deadlines:

New Discussions Postings	30 total by the end of the semester
Discussion Responses	30 total by the end of the semester
Assignments	11:59 PM EST Sunday
Group Work	10 PM the night assigned
Quizzes	11:59 PM EST Sunday
Projects	7:59 PM Presentation Thursdays (which the exception of P3 -- Tuesday)

#### GRADE WEIGHTS:

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

Participation*	10%	Project1	10%
Quizzes	15%	Project2	20%
Homework/Group Work	20%	Project3	25%

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

#### ASSIGNMENT GRADING DETAILS

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##### DISCUSSIONS AND DISCUSSION RESPONSES:

Each new discussion posting is worth 50 points (totaling 100 points for each week).

Discussion responses will be an ongoing configuration in conjunction with other participation grades (Live Lecture attendance and participation) throughout the semester.

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##### HOMEWORK/GROUP WORK:

Each homework/group work assignment is worth 100 points; unless otherwise stated.

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##### QUIZZES:

Each quiz is worth 15-50 points.

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##### PROJECTS:

Each project is worth 100 points.

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## GRADING SCALE

A	100%	to	93%
A-	< 93%	to	90%
B+	< 90%	to	87%
B	< 87%	to	83%
B-	< 83%	to	80%
C+	< 80%	to	77%
C	< 77%	to	73%
C-	< 73%	to	70%
D+	< 70%	to	67%
D	< 67%	to	63%
D-	< 63%	to	60%
F	< 60%	to	0%

*The grade of 92.60 is A . The grade of 92.4 is A-. When the grade falls at a .5, the grade will carry to the next decimal point for rounding purposes.*

Current UF grading policies for assigning grade points: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

## HOMEWORK AND PROJECT DETAILS

### SUMMARY SUBMISSION ASSIGNMENT:

If student misses a required Live Lecture, student must watch the class recording and submit a Summary Submission to Instructor detailing the topics covered during the recorded lecture, as well as students opinions on said topics. 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**

### DOMAIN/HOSTING PURCHASING ASSIGNMENT:

Students will go through the process of purchasing a domain name and remote hosting account as discussed via lectures. Students will then submit their chosen domain name as well as list the chosen domain registrar/hosting company. This assignment is worth 100pts; full points will only be awarded if the student submits their chosen domain and registrar. Complete instructions may be found within your Canvas Classrooms.

## NEW DISCUSSION POSTINGS:

Two Discussion questions (worth 50pts each) will be provided via Canvas which students are required to answer each week. Answering questions should require the use of personal opinions, outside research, helpful tips, as well as sharing any links to inspirational sites and articles. Each post must be thorough and contain a 200-300 words. All materials including class provided notes may be used.

## NEW DISCUSSION POSTINGS RUBRIC FOR EACH POST:

Criteria	Excellent	Good	Satisfactory	Needs Improvement	Incomplete
<b>Word Count</b>	200-300 words	150-199 words	100-149 words	50-99 words	0-50
	10pts	8pts	5pts	2pts	0pts
<b>Topic</b>	Addresses topic with complete insight in demonstrating an overall understanding via a fresh and creative manner.	Addresses topic with partial insight in demonstrating some understanding via a form of creative manner.	Addresses topic with partial insight in demonstrating some understanding.	Does not show topic understanding.	Did not discuss topic.
	30pts	20pts	10pts	5pts	0pts
<b>Sourcing</b>	Demonstrates sourcing of lectures and outside material that supports the assignment's main argument.	Demonstrates sourcing of lectures that supports the assignment's main argument.	Demonstrates sourcing of outside material that supports the assignment's main argument.	Demonstrates sourcing of lectures and outside material, but does not support the assignment's main argument.	Did not provide any form of sourcing.
	20pts	15pts	10pts	5pts	0pts
<b>Argument</b>	Compelling and persuasive argument was made by discussing the main points through conceptualization, topic understanding, and superior writing.	Compelling and persuasive argument was made by discussing the main points through great writing.	Persuasive argument was made by discussing the main points through great writing.	Argument was made by briefly discussing the main points.	Did not provide a reasonable argument.
	30pts	20pts	10pts	5pts	0pts
<b>Grammar/Spelling</b>	Grammar, punctuation, and spelling does not disrupt understanding of topic.	Grammar and punctuation does not disrupt understanding of topic.	Grammar does not disrupt understanding of topic.	Various grammar, punctuation, and spelling disrupts understanding of topic.	Grammar, punctuation, and spelling completely disrupt understanding of topic.
	10pts	8pts	5pts	2pts	0pts
<b>TOTAL: 100pts</b>					

## DISCUSSION RESPONSES:

Each week, students are to respond to two of their classmates discussion questions. Assignment completion will only be awarded if the student submits responses with personal opinions, outside research, helpful tips, as well as sharing any links to inspirational sites and articles. Each response must be thorough and contain 100-200 words. All materials including class provided notes may be used.

## HOMEWORK 1:

Follow the directions to change each line of coding within the provided document to match up with what you've learned via lectures the first three (3) weeks of class. Assignment will practice proper file naming techniques, clean coding, pleasing designs, as well as the following HTML elements: headlines, paragraphs, text formatting, images, hyperlinks, etc. This assignment is worth 100pts and all materials including class provided notes may be used. Complete instructions may be found within your Canvas Classrooms.



## HOMEWORK 1 RUBRIC:

Criteria	Excellent	Good	Needs Improvement	Incomplete
<b>Required Directions</b>	Use every required item listed. Did NOT use any form of CSS.	Completed every item, but used a form of CSS.	Completed half of the required items missing while using a form of CSS.	Completed less than half of the required items.
	5pts	4pts	2pts	0pts
<b>Clean Coding</b>	Indent, nest, close tags, lowercase, required attributes listed, etc.	Minor errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.	Many errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.	Repetitive errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.
	10pts	7pts	4pts	0pts
<b>Organization</b>	No spelling or grammar mistakes. Properly named files/pages as well as organized files/folders. Root directory with Index page containing Correct Title. HTML comment	Few spelling and grammar mistakes. Minor mistakes concerning properly named files/pages as well as organized files/folders.	Many spelling and grammar mistakes. Poorly named files/pages as well as organized files/folders. Incorrectly created Root directory with errors in naming Index page and Correct Title.	Poor spelling, grammar mistakes. Poorly named files/pages as well as organized files/folders. Incorrectly created Root directory with errors in naming Index page and Correct Title. No HTML comment.
	10pts	7pts	4pts	0pts
<b>Design</b>	Pleasing on the eyes (colors complement each other, elements align properly and evenly, site is easy to navigate, text sizing is not overwhelming, etc.).	Minor issues with colors complementing each other, elements align properly and evenly.	Issues with colors complement each other, elements align properly and evenly, site is not easy to navigate.	Design is overwhelming on the eyes concerning colors complementing, elements align properly and evenly, poorly designed navigation, text sizing not proper, etc.
	10pts	7pts	4pts	0pts
<b>Formatting Elements</b>	Background color Bold and Italic Superscript and Subscript Formatted paragraphs and headlines	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	20pts	15pts	10pts	0pts
<b>Text Content Elements</b>	Paragraphs and Headlines Line break Copyright symbol	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	25pts	18pts	14pts	0pts
<b>Other Content Elements</b>	Peter Piper image Image Linked	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	20pts	15pts	10pts	0pts
<b>TOTAL: 100pts</b>				

## HOMEWORK 2:

Follow the directions to create your own simple webpage based on your favorite song coded strictly with HTML. Use elements you've learned via lectures the first four (4) weeks of class. Assignment will practice proper file naming techniques, clean coding, pleasing designs, as well as the following HTML elements: headlines, paragraphs, text formatting, images, hyperlinks, YouTube videos, data tables, etc. This assignment is worth 100pts and all materials including class provided notes may be used. Complete instructions may be found within your Canvas Classrooms.

## HOMEWORK 2 RUBRIC:

Criteria	Excellent	Good	Needs Improvement	Incomplete
<b>Required Directions</b>	Use every required item listed. Did NOT use any form of CSS.	Completed every item, but used a form of CSS.	Completed half of the required items missing while using a form of CSS.	Completed less than half of the required items.
	5pts	4pts	2pts	0pts
<b>Clean Coding</b>	Indent, nest, close tags, lowercase, required attributes listed, etc.	Minor errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.	Many errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.	Repetitive errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.
	10pts	7pts	4pts	0pts
<b>Organization</b>	No spelling or grammar mistakes. Properly named files/pages as well as organized files/folders. Root directory with Index page containing Correct Title. HTML comment	Few spelling and grammar mistakes. Minor mistakes concerning properly named files/pages as well as organized files/folders.	Many spelling and grammar mistakes. Poorly named files/pages as well as organized files/folders. Incorrectly created Root directory with errors in naming Index page and Correct Title.	Poor spelling, grammar mistakes. Poorly named files/pages as well as organized files/folders. Incorrectly created Root directory with errors in naming Index page and Correct Title. No HTML comment.
	10pts	7pts	4pts	0pts
<b>Design</b>	Pleasing on the eyes (colors complement each other, elements align properly and evenly, site is easy to navigate, text sizing is not overwhelming, etc.).	Minor issues with colors complementing each other, elements align properly and evenly.	Issues with colors complement each other, elements align properly and evenly, site is not easy to navigate.	Design is overwhelming on the eyes concerning colors complementing, elements align properly and evenly, poorly designed navigation, text sizing not proper, etc.
	10pts	7pts	4pts	0pts
<b>Formatting Elements</b>	Background color Bold and Italic Formatted paragraphs and headlines Formatted Table	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	20pts	15pts	10pts	0pts
<b>Text Content Elements</b>	Paragraphs and Headlines Anchor Link Line break Nonbreaking Space List	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	15pts	10pts	5pts	0pts
<b>Other Content Elements</b>	Horizontal Line Image(s) and Fav Icon YouTube Video	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	15pts	10pts	5pts	0pts
<b>Data Table</b>	Structured Table	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	15pts	10pts	5pts	0pts
<b>TOTAL: 100pts</b>				

## HOMEWORK 3:

Follow the directions to create your own simple webpage based on your favorite food coded strictly with HTML and formatted with CSS. Use elements you've learned via lectures the first five (5) weeks of class. Assignment will practice proper file naming techniques, clean coding, pleasing designs, FTP, as well as the following HTML elements: headlines, paragraphs, text formatting, images, hyperlinks, Google Maps, etc. while applying CSS formatting. This assignment is worth 100pts and all materials including class provided notes may be used. Complete instructions may be found within your Canvas Classrooms.

### HOMEWORK 3 RUBRIC:

Criteria	Excellent	Good	Needs Improvement	Incomplete
<b>Required Directions</b>	Use every required item listed. Used External CSS.	Completed every item, but did not use External CSS completely.	Completed half of the required items missing while not using External CSS completely.	Completed less than half of the required items with no External CSS.
	5pts	4pts	2pts	0pts
<b>Clean Coding</b>	Indent, nest, close tags, lowercase, required attributes listed, etc.	Minor errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.	Many errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.	Repetitive errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.
	10pts	7pts	4pts	0pts
<b>Organization</b>	No spelling or grammar mistakes. Properly named files/pages as well as organized files/folders. Root directory with Index page containing Correct Title. HTML and CSS comment(s)	Few spelling and grammar mistakes. Minor mistakes concerning properly named files/pages as well as organized files/folders.	Many spelling and grammar mistakes. Poorly named files/pages as well as organized files/folders. Incorrectly created Root directory with errors in naming Index page and Correct Title.	Poor spelling, grammar mistakes. Poorly named files/pages as well as organized files/folders. Incorrectly created Root directory with errors in naming Index page and Correct Title. No HTML comment.
	10pts	7pts	4pts	0pts
<b>Design</b>	Pleasing on the eyes (colors complement each other, elements align properly and evenly, site is easy to navigate, text sizing is not overwhelming, etc).	Minor issues with colors complementing each other, elements align properly and evenly.	Issues with colors complement each other, elements align properly and evenly, site is not easy to navigate.	Design is overwhelming on the eyes concerning colors complementing, elements align properly and evenly, poorly designed navigation, text sizing not proper, etc.
	10pts	7pts	4pts	0pts
<b>Branding Elements</b>	Background color and Image(s) Fav Icon	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	10pts	7pts	4pts	0pts
<b>Formatting Elements</b>	Formatted paragraphs and headlines Google Font(s) and @Font-Face Class(es) and ID(s)	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	20pts	15pts	10pts	0pts
<b>Text Content Elements</b>	Paragraphs and Headlines Lists Hyperlinks	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	30pts	20pts	10pts	0pts
<b>Other Content Elements</b>	Image(s) Google Maps	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	30pts	20pts	10pts	0pts

<b>Publishing Website</b>	Uploaded site with URL	Uploaded site, but error in submitted URL	Uploaded site, but some elements not displaying properly.	Did not complete.
	5pts	4pts	2pts	0pts
<b>TOTAL: 100pts</b>				

## HOMEWORK 4:

Follow the directions to use elements and formatting discussed via lectures the first eight (8) weeks of class to begin to create a fictitious, small business website based on one of the provided banners. You will be working on this site for Homework #4, #5, #6, and #7. Assignment will practice proper file naming techniques, clean coding, pleasing designs, FTP, creating HTML templates, as well as the following HTML elements: headlines, paragraphs, text formatting, images, hyperlinks, etc. while applying CSS formatting. This assignment is worth 100pts and all materials including class provided notes may be used. Complete instructions may be found within your Canvas Classrooms.

## HOMEWORK 4 RUBRIC:

Criteria	Excellent	Good	Needs Improvement	Incomplete
<b>Required Directions</b>	Use every required item listed. Used External CSS. Select and Display Provided Banner	Completed every item, but did not use External CSS completely.	Completed half of the required items missing while not using External CSS completely.	Completed less than half of the required items with no External CSS.
	5pts	4pts	2pts	0pts
<b>Clean Coding</b>	Indent, nest, close tags, lowercase, required attributes listed, etc. Least amount of DIVS	Minor errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.	Many errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.	Repetitive errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.
	10pts	7pts	4pts	0pts
<b>Organization</b>	No spelling or grammar mistakes. Properly named files/pages as well as organized files/folders. Root directory with Index page containing Correct Title. HTML and CSS comment(s)	Few spelling and grammar mistakes. Minor mistakes concerning properly named files/pages as well as organized files/folders.	Many spelling and grammar mistakes. Poorly named files/pages as well as organized files/folders. Incorrectly created Root directory with errors in naming Index page and Correct Title.	Poor spelling, grammar mistakes. Poorly named files/pages as well as organized files/folders. Incorrectly created Root directory with errors in naming Index page and Correct Title. No HTML comment.
	10pts	7pts	4pts	0pts
<b>Design</b>	Pleasing on the eyes (colors complement each other, elements align properly and evenly, site is easy to navigate, text sizing is not overwhelming, etc). Clear Understanding of Business Type	Minor issues with colors complementing each other, elements align properly and evenly.	Issues with colors complement each other, elements align properly and evenly, site is not easy to navigate.	Design is overwhelming on the eyes concerning colors complementing, elements align properly and evenly, poorly designed navigation, text sizing not proper, etc.
	10pts	7pts	4pts	0pts
<b>Branding Elements</b>	Background color and Image(s) Fav Icon	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	10pts	7pts	4pts	0pts

<b>Formatting Elements</b>	HTML Template Reset Rule Class(es) and ID(s) Float(s)/Clear(s) Formatted paragraphs and headlines Google Font(s) and @Font-Face Formatted Content and Navigation Links	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	30pts	20pts	10pts	0pts
<b>Text Content Elements</b>	Paragraphs and Headlines	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	15pts	10pts	5pts	0pts
<b>Other Content Elements</b>	Image(s)	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	10pts	7pts	4pts	0pts
<b>Publishing Website</b>	Uploaded site with URL	Uploaded site, but error in submitted URL	Uploaded site, but some elements not displaying properly.	Did not complete.
	5pts	4pts	3-2pts	1-0pts
<b>TOTAL: 100pts</b>				

## HOMEWORK 5:

Follow the directions to use elements and formatting discussed via lectures the first 11 weeks of class to continue to create a fictitious, small business website based on one of the provided banners from HW4. Assignment will practice proper file naming techniques, clean coding, correcting coding mistakes, pleasing designs, FTP, creating HTML templates, converting HTML elements to HTML5 Semantic Structure tags, as well as the following HTML elements: headlines, paragraphs, text formatting, images, hyperlinks, etc. while applying CSS and CSS3 formatting. This assignment is worth 100pts and all materials including class provided notes may be used. Complete instructions may be found within your Canvas Classrooms.

## HOMEWORK 5 RUBRIC:

Criteria	Excellent	Good	Needs Improvement	Incomplete
<b>Required Directions</b>	Use every required item listed. Used External CSS. Display Selected Banner	Completed every item, but did not use External CSS completely.	Completed half of the required items missing while not using External CSS completely.	Completed less than half of the required items with no External CSS.
	5pts	4pts	2pts	0pts
<b>Clean Coding</b>	Indent, nest, close tags, lowercase, required attributes listed, etc. Least amount of DIVs Corrected HW4 mistakes HTML5shiv	Minor errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.	Many errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.	Repetitive errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.
	10pts	7pts	4pts	0pts

<b>Organization</b>	No spelling or grammar mistakes. Properly named files/pages as well as organized files/folders. Root directory with Index page containing Correct Title. HTML and CSS comment(s)	Few spelling and grammar mistakes. Minor mistakes concerning properly named files/pages as well as organized files/folders.	Many spelling and grammar mistakes. Poorly named files/pages as well as organized files/folders. Incorrectly created Root directory with errors in naming Index page and Correct Title.	Poor spelling, grammar mistakes. Poorly named files/pages as well as organized files/folders. Incorrectly created Root directory with errors in naming Index page and Correct Title. No HTML comment.
	10pts	7pts	4pts	0pts
<b>Design</b>	Pleasing on the eyes (colors complement each other, elements align properly and evenly, site is easy to navigate, text sizing is not overwhelming, etc). Clear Understanding of Business Type HTML Template	Minor issues with colors complementing each other, elements align properly and evenly.	Issues with colors complement each other, elements align properly and evenly, site is not easy to navigate.	Design is overwhelming on the eyes concerning colors complementing, elements align properly and evenly, poorly designed navigation, text sizing not proper, etc.
	10pts	7pts	4pts	0pts
<b>Branding Elements</b>	Background color and Image(s) Fav Icon	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	10pts	7pts	4pts	0pts
<b>Formatting Elements</b>	Reset Rule Fav Icon Class(es) and ID(s) Float(s)/Clear(s) Formatted paragraphs and headlines Google Font(s) and @Font-Face Formatted Content and Navigation Links	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	10pts	7pts	4pts	0pts
<b>Structural Elements</b>	Section, Nav, Article, Aside, Header, Footer, Figure/Figcaption Hgroup, Main, or Details/Summary	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	20pts	15pts	10pts	0pts
<b>Text Content Elements</b>	Paragraphs and Headlines	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	10pts	7pts	4pts	0pts
<b>Other Content Elements</b>	Image(s) Social media icons CSS Sprite CSS3	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	10pts	7pts	4pts	0pts
<b>Publishing Website</b>	Uploaded site with URL	Uploaded site, but error in submitted URL	Uploaded site, but some elements not displaying properly.	Did not complete.
	5pts	4pts	2pts	0pts
<b>TOTAL: 100pts</b>				

## HOMEWORK 6:

Follow the directions to use elements and formatting discussed via lectures the first 12 weeks of class to continue to create a fictitious, small business website based on one of the provided banners from HW4. Assignment will practice proper file naming techniques, clean coding, correcting coding mistakes, pleasing designs, FTP, Smooth Scroll and Sticky Navigations, creating HTML5 forms, as well as the following HTML elements: headlines, paragraphs, text formatting, images, hyperlinks, etc. while applying CSS and CSS3 formatting. This assignment is worth 100pts and all materials including class provided notes may be used. Complete instructions may be found within your Canvas Classrooms.

## HOMEWORK 6 RUBRIC:

Criteria	Excellent	Good	Needs Improvement	Incomplete
<b>Required Directions</b>	Use every required item listed. Used External CSS. Display Selected Banner	Completed every item, but did not use External CSS completely.	Completed half of the required items missing while not using External CSS completely.	Completed less than half of the required items with no External CSS.
	<i>5pts</i>	<i>4pts</i>	<i>2pts</i>	<i>0pts</i>
<b>Clean Coding</b>	Indent, nest, close tags, lowercase, required attributes listed, etc. Least amount of DIVs Corrected HW5 mistakes HTML5shiv	Minor errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.	Many errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.	Repetitive errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.
	<i>10pts</i>	<i>7pts</i>	<i>4pts</i>	<i>0pts</i>
<b>Organization</b>	No spelling or grammar mistakes. Properly named files/pages as well as organized files/folders. Root directory with Index page containing Correct Title. HTML and CSS comment(s)	Few spelling and grammar mistakes. Minor mistakes concerning properly named files/pages as well as organized files/folders.	Many spelling and grammar mistakes. Poorly named files/pages as well as organized files/folders. Incorrectly created Root directory with errors in naming Index page and Correct Title.	Poor spelling, grammar mistakes. Poorly named files/pages as well as organized files/folders. Incorrectly created Root directory with errors in naming Index page and Correct Title. No HTML comment.
	<i>10pts</i>	<i>7pts</i>	<i>4pts</i>	<i>0pts</i>
<b>Design</b>	Pleasing on the eyes (colors complement each other, elements align properly and evenly, site is easy to navigate, text sizing is not overwhelming, etc). Clear Understanding of Business Type HTML Template	Minor issues with colors complementing each other, elements align properly and evenly.	Issues with colors complement each other, elements align properly and evenly, site is not easy to navigate.	Design is overwhelming on the eyes concerning colors complementing, elements align properly and evenly, poorly designed navigation, text sizing not proper, etc.
	<i>10pts</i>	<i>7pts</i>	<i>4pts</i>	<i>0pts</i>
<b>Branding Elements</b>	Background color and Image(s) Fav Icon	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	<i>10pts</i>	<i>7pts</i>	<i>4pts</i>	<i>0pts</i>

<b>Formatting Elements</b>	Reset Rule Class(es) and ID(s) Float(s)/Clear(s) Formatted paragraphs and headlines Google Font(s) and @Font-Face Formatted Content and Navigation Links Formatted Contact form	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	10pts	7pts	4pts	0pts
<b>Structural Elements</b>	Section, Nav, Article, Aside, Header, Footer, Figure/Figcaption Hgroup, Main, or Details/Summary	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	10pts	7pts	4pts	0pts
<b>Text Content Elements</b>	Paragraphs and Headlines Completed text and image Content for 2 sections (no placeholder text/images)	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	10pts	7pts	4pts	0pts
<b>Other Elements</b>	Image(s) Social media icons CSS Sprite CSS3 Smooth Scroll Sticky nav	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	10pts	7pts	4pts	0pts
<b>Form</b>	Structured Contact form	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	10pts	7pts	4pts	0pts
<b>Publishing Website</b>	Uploaded site with URL	Uploaded site, but error in submitted URL	Uploaded site, but some elements not displaying properly.	Did not complete.
	5pts	4pts	2pts	0pts
<b>TOTAL: 100pts</b>				

## HOMWORK 7:

Follow the directions to use elements and formatting discussed via lectures the first 13 weeks of class to continue to create a fictitious, small business website based on one of the provided banners from HW4. Assignment will practice proper file naming techniques, clean coding, correcting coding mistakes, pleasing designs, FTP, Lightbox, HTML5 Video, SEO elements as well as the following HTML elements: headlines, paragraphs, text formatting, images, hyperlinks, etc. while applying CSS and CSS3 formatting. This assignment is worth 100pts and all materials including class provided notes may be used. Complete instructions may be found within your Canvas Classrooms.



## HOMEWORK 7 RUBRIC:

Criteria	Excellent	Good	Needs Improvement	Incomplete
<b>Required Directions</b>	Use every required item listed. Used External CSS. Display Selected Banner	Completed every item, but did not use External CSS completely.	Completed half of the required items missing while not using External CSS completely.	Completed less than half of the required items with no External CSS.
	5pts	4pts	2pts	0pts
<b>Clean Coding</b>	Indent, nest, close tags, lowercase, required attributes listed, etc. Least amount of DIVs Corrected HW6 mistakes HTML5shiv Proper SEO meta tags	Minor errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.	Many errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.	Repetitive errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.
	10pts	7pts	4pts	0pts
<b>Organization</b>	No spelling or grammar mistakes. Properly named files/pages as well as organized files/folders. Root directory with Index page containing Correct Title. HTML and CSS comment(s)	Few spelling and grammar mistakes. Minor mistakes concerning properly named files/pages as well as organized files/folders.	Many spelling and grammar mistakes. Poorly named files/pages as well as organized files/folders. Incorrectly created Root directory with errors in naming Index page and Correct Title.	Poor spelling, grammar mistakes. Poorly named files/pages as well as organized files/folders. Incorrectly created Root directory with errors in naming Index page and Correct Title. No HTML comment.
	10pts	7pts	4pts	0pts
<b>Design</b>	Pleasing on the eyes (colors complement each other, elements align properly and evenly, site is easy to navigate, text sizing is not overwhelming, etc). Clear Understanding of Business Type HTML Template	Minor issues with colors complementing each other, elements align properly and evenly.	Issues with colors complement each other, elements align properly and evenly, site is not easy to navigate.	Design is overwhelming on the eyes concerning colors complementing, elements align properly and evenly, poorly designed navigation, text sizing not proper, etc.
	10pts	9-7pts	6-4pts	3-0pts
<b>Branding Elements</b>	Background color and Image(s) Fav Icon	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	10pts	7pts	4pts	0pts
<b>Formatting</b>	Reset Rule Class(es) and ID(s) Pseudo Class and Pseudo Element Float(s)/Clear(s) Formatted paragraphs and headlines Google Font(s) and @Font-Face Formatted Content and Navigation Links Formatted Contact form	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	10pts	7pts	4pts	0pts
<b>Structural Elements</b>	Section, Nav, Article, Aside, Header, Footer, Figure/Figcaption Hgroup, Main, or Details/Summary	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	10pts	7pts	4pts	0pts

<b>Textual Content Elements</b>	Paragraphs and Headlines Completed text and image Content for 4 sections (no placeholder text/images) Structured Contact form	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	<i>10pts</i>	<i>7pts</i>	<i>4pts</i>	<i>0pts</i>
<b>Other Elements</b>	Image(s) Social media icons CSS Sprite CSS3 Smooth Scroll Sticky nav Lightbox	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	<i>10pts</i>	<i>7pts</i>	<i>4pts</i>	<i>0pts</i>
<b>Video</b>	HTML5 video coding and formats	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	<i>10pts</i>	<i>7pts</i>	<i>4pts</i>	<i>0pts</i>
<b>Publishing Website</b>	Uploaded site with URL	Uploaded site, but error in submitted URL	Uploaded site, but some elements not displaying properly.	Did not complete.
	<i>5pts</i>	<i>4pts</i>	<i>3-2pts</i>	<i>1-0pts</i>
<b>TOTAL: 100pts</b>				

### GROUP WORK 1:

Students will work in a groups of 3-4 members to answer as many of the provided 25 questions and find the mistake(s) in 25 coding snippets. One member will be the leader and recorded the agreed-upon answers, and then will submit the final assignment via Canvas on behalf of the group. This assignment is worth 100pts and all materials including class provided notes may be used. Complete instructions may be found within your Canvas Classrooms.

### GROUP WORK 1 RUBRIC:

Criteria	Possible Pts.
Essay Questions (25 questions total)	<i>50pts</i>
<i>2 points each</i>	
Find the Mistakes (25 snippets of code with either 1 or 2 mistakes within each)	<i>50pts</i>
<i>2 points each</i>	
<b>TOTAL:</b>	<b>100pts</b>

**PROJECT 1:**

Throughout the semester students will be working towards creating their “first” fully-functional, four-page/section website on a topic of their choice. For Project #1, students will be creating the first steps in designing a website; Website goals/Inspirations and screenshots, Hand-drawn Sketches, Wireframe, and Sitemap. This project will focus on the site’s organization and intention in a visual manner. Project should be formatted in a stylized, concise, and professional manner that students may use later on within a portfolio or at a job interview. Projects will also be presented live to the rest of the class. This assignment is worth 100pts. Complete instructions may be found within your Canvas Classrooms.

**PROJECT 1 RUBRIC:**

Criteria	Excellent	Good	Satisfactory	Needs Improvement	Incomplete
<b>Website goals/Inspirations</b>	<p>Clearly explained description of why the website is being created.</p> <p>Description of the purpose of the website and it will be used.</p> <p>Targeted audience is explained in a clear and understood manner.</p> <p>Explanation of the “feel” of the website and how it should appeal to users.</p> <p>Explanation of elements that you as the designer are looking for.</p> <p>Website Inspirations’ title and url</p> <p>Website inspirations’ explanation as far as what catches or doesn’t catch your eye in terms of what you’d like to implement in your own design.</p> <p>Website inspirations’ screenshot.</p>	<p>Briefly explained description of why the website is being created.</p> <p>Brief description of the purpose of the website and it will be used.</p> <p>Targeted audience is briefly explained in a clear and understood manner.</p> <p>Brief explanation of the “feel” of the website and how it should appeal to users.</p> <p>Brief explanation of elements that you as the designer are looking for.</p> <p>Website inspirations’ explanation briefly explained.</p>	<p>Did not include inspiration url or screenshot</p>	<p>Some requirements missing.</p> <p>Did not include inspiration url or screenshot</p> <p>Many spelling and grammar mistakes.</p>	<p>Many requirements are missing.</p> <p>Poor spelling, grammar mistakes.</p>
	<i>30pts</i>	<i>25pts</i>	<i>20pts</i>	<i>10pts</i>	<i>0pts</i>
<b>Website Sketches</b>	<p>Pen/pencil and paper</p> <p>Ideas and Elements are clearly defined and displayed with boxes, shading, notes, and labels.</p> <p>Elements are proportional</p> <p>Includes entire site (all sections/pages)</p>	<p>Some ideas and Elements are not clearly defined and displayed with boxes, shading, notes, and labels.</p> <p>Lack of proportion</p>	<p>Some pages/sections missing.</p>	<p>Many requirements are missing while others have unclear explanations, description, etc.</p>	<p>Many requirements are missing.</p> <p>Poor spelling, grammar mistakes.</p>
	<i>20pts</i>	<i>15pts</i>	<i>10pts</i>	<i>5pts</i>	<i>0pts</i>

<b>Digital Wireframe</b>	<p>Digital format</p> <p>No color or textures (unless displaying matching elements)</p> <p>No typography</p> <p>No images or icons (unless displaying content elements with a legend)</p> <p>Content areas represented for text and images</p> <p>Each page/sections are represented</p> <p>Clear display of Interactivity/Movements</p>	<p>Use of typography and imaging.</p> <p>Proportion not taken into consideration, while content areas were not clearly defined.</p>	<p>Some requirements are not clearly explained, descriptive, defined, displayed, etc.</p> <p>Some pages missing.</p> <p>Questionable Interactivity/Movements</p>	<p>Many requirements are missing while others have unclear explanations, description, etc.</p>	<p>Many requirements are missing.</p> <p>Poor spelling, grammar mistakes.</p>
	<i>30pts</i>	<i>25pts</i>	<i>20pts</i>	<i>10pts</i>	<i>0pts</i>
<b>Sitemap</b>	<p>Displays how pages/sections are related to one another</p> <p>Displays folder Folder/Files within Site Structure</p> <p>Hierarchy form</p>	<p>Pages/sections relationship unclear</p>	<p>Lack of Site Structure</p> <p>Lack of Hierarchy form</p>	<p>Many requirements are missing while others have unclear explanations, description, etc.</p>	<p>Many requirements are missing.</p> <p>Poor spelling, grammar mistakes.</p>
	<i>10pts</i>	<i>8pts</i>	<i>6pts</i>	<i>4pts</i>	<i>0pts</i>
<b>Class Presentation</b>	<p>Prepared [ready to go when name is called, all presentational accessories work (mic, webcam, and screen share)]</p> <p>Showcase sketches, digital wireframe, sitemap, website goals/inspirations</p> <p>Within the Five (5) minute timeframe</p>	<p>Minor technicalities that could have been avoided by having document open, and making sure all presentational accessories work (mic, webcam, and screen share)</p>	<p>Did not display all required elements (sketches, digital wireframe, sitemap, website goals/inspirations)</p> <p>Not within the Five (5) minute timeframe</p> <p>Over the Five (5) minute timeframe not taken into consideration.</p>	<p>Major technicalities that could have been avoided by having document open, and making sure all presentational accessories work (mic, webcam, and screen share)</p> <p>Did not have enough material to present complete project.</p> <p>Under the Five (5) minute timeframe</p>	<p>Did not present.</p>
	<i>10pts</i>	<i>8pts</i>	<i>6pts</i>	<i>4pts</i>	<i>0pts</i>
<b>TOTAL: 100pts</b>					

## PROJECT 2:

Students will continue working towards creating their “first” fully-functional, four-page/section website on a topic of their choice. For Project #2, students will be creating the next step in designing a website; Style Guides and Digital Design Mockups. This project will focus on demonstrating each design aspect of their website including: text, headings, colors, logos, effects, interaction, etc. Project should be formatted in a stylized, concise, and professional manner that students may use later on within a portfolio or at a job interview. Projects will also be presented live to the rest of the class. This assignment is worth 100pts. Complete instructions may be found within your Canvas Classrooms.

PROJECT 2 RUBRIC:

Criteria	Excellent	Good	Satisfactory	Needs Improvement	Incomplete
<b>Style Guide</b>	<p>Visible, matching color palette with more than two (2) chosen colors</p> <p>Color palette includes HEX values and well as a visible display of chosen colors</p> <p>Clear explanation of color palette choices</p> <p>Visible, matching typography with more than one (1) chosen font</p> <p>Typography names stated and well as a visible display of chosen fonts</p> <p>Clear explanation of typography choices</p>	<p>Brief explanation of color palette choices</p> <p>Brief explanation of typography choices</p>	<p>Missing HEX values and well as a visible display of chosen colors</p> <p>Missing typography names stated and well as a visible display of chosen fonts</p>	<p>Many requirements are missing while others have unclear explanations, description, etc.</p>	<p>Many requirements are missing.</p> <p>Poor spelling, grammar mistakes.</p>
	30pts	25pts	20pts	10pts	0pts
<b>Design Mockup Layout</b>	<p>Digital format</p> <p>Elements are Proportional while also displaying page(s) background image/colors</p> <p>Layout lends itself well to HTML/CSS implementation (aligned elements, proper content element chosen, user-friendly usability, etc.)</p> <p>Social media icons</p>	<p>Elements are not Proportional.</p> <p>Missing Social media icons</p>	<p>Did not display page(s) background image/colors</p> <p>Layout does not lend itself well to HTML/CSS implementation (aligned elements, proper content element chosen, user-friendly usability, etc.)</p>	<p>Many requirements are missing.</p>	<p>Did not complete</p>
	30pts	25pts	20pts	10pts	0pts
<b>Design Mockup Structure</b>	<p>Content areas clearly represent text and images with actual content or placeholder element on display</p> <p>Each page/section is represented</p> <p>Clear display of interactivity or movement</p> <p>Clear defined header/footer elements with proper content in place (logo/banner, navigations, copyright, etc.)</p> <p>User-friendly navigation(s)</p> <p>Social media icons</p> <p>Site meets the needs of the targeted audience/goal of site set in place during P1</p>	<p>Missing pages/sections</p> <p>Non-user-friendly navigation(s)</p>	<p>Content areas does not clearly represent text and images with actual content or placeholder element on display</p> <p>Missing display of interactivity or movement</p> <p>Header/footer elements not defined.</p> <p>Missing Social media icons</p>	<p>Many requirements are missing.</p> <p>Site does not meet the needs of the targeted audience/goal of site set in place during P1</p>	<p>Did not complete</p>
	30pts	25pts	20pts	10pts	0pts
<b>Class Presentation</b>	<p>Prepared [ready to go when name is called, all presentational accessories work (mic, webcam, and screen share)]</p> <p>Showcase sketches, digital wireframe, sitemap, website goals/inspirations</p> <p>Within the Five (5) minute timeframe</p>	<p>Minor technicalities that could have been avoided by having document open, and making sure all presentational accessories work (mic, webcam, and screen share)</p>	<p>Did not display all required elements (sketches, digital wireframe, sitemap, website goals/inspirations)</p> <p>Not within the Five (5) minute timeframe</p> <p>Over the Five (5) minute timeframe not taken into consideration.</p>	<p>Major technicalities that could have been avoided by having document open, and making sure all presentational accessories work (mic, webcam, and screen share)</p> <p>Did not have enough material to present complete project.</p> <p>Under the Five (5) minute timeframe</p>	<p>Did not present.</p>
	10pts	8pts	6pts	4pts	0pts
<b>TOTAL: 100pts</b>					

**PROJECT 3:**

Throughout the semester students will be working towards creating their “first” fully-functional, four-page/section website on a topic of their choice. For Project #3, students will follow the directions to use elements and formatting discussed via lectures during the entire semester. This project will practice proper file naming techniques, clean coding, pleasing designs, FTP, HTML templates, SEO elements, as well as the following HTML elements: headlines, paragraphs, text formatting, images, hyperlinks, etc. while applying CSS and CSS3 formatting. This assignment is worth 100pts and all materials including class provided notes may be used. Projects will also be presented live to the rest of the class. Complete instructions may be found within your Canvas Classrooms.

**PROJECT 3 RUBRIC:**

Criteria	Excellent	Good	Needs Improvement	Incomplete
<b>Required Directions</b>	Use every required item listed. Used External CSS.	Completed every item, but did not use External CSS completely.	Completed half of the required items missing while not using External CSS completely.	Completed less than half of the required items with no External CSS.
	5pts	4pts	2pts	0pts
<b>Clean Coding</b>	Indent, nest, close tags, lowercase, required attributes listed, etc. Least amount of DIVs HTML5shiv	Minor errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.	Many errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.	Repetitive errors that include: indenting, nesting, closing tags, lowercase, required attributes listed, etc.
	10pts	7pts	4pts	0pts
<b>Organization</b>	No spelling or grammar mistakes. Properly named files/pages as well as organized files/folders. Root directory with Index page containing Correct Title. HTML and CSS comment(s)	Few spelling and grammar mistakes. Minor mistakes concerning properly named files/pages as well as organized files/folders.	Many spelling and grammar mistakes. Poorly named files/pages as well as organized files/folders. Incorrectly created Root directory with errors in naming Index page and Correct Title.	Poor spelling, grammar mistakes. Poorly named files/pages as well as organized files/folders. Incorrectly created Root directory with errors in naming Index page and Correct Title. No HTML comment.
	10pts	7pts	4pts	0pts
<b>Design</b>	Pleasing on the eyes (colors complement each other, elements align properly and evenly, site is easy to navigate, text sizing is not overwhelming, etc.). Clear Understanding of Website’s purpose HTML Template One non-banner/logo image per page/section	Minor issues with colors complementing each other, elements align properly and evenly.	Issues with colors complement each other, elements align properly and evenly, site is not easy to navigate.	Design is overwhelming on the eyes concerning colors complementing, elements align properly and evenly, poorly designed navigation, text sizing not proper, etc.
	10pts	7pts	4pts	0pts
<b>Branding Elements</b>	Background color and Image(s) Fav Icon	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	5pts	4pts	2pts	0pts

<b>Formatting Elements</b>	Reset Rule Class(es) and ID(s) Float(s)/Clear(s) Formatted paragraphs and headlines Formatted Content and Navigation Links Google Font(s) and @Font-Face Formatted Form	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	10pts	7pts	4pts	0pts
<b>Structural Elements</b>	Proper use of HTML5 Semantic tags	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	5pts	4pts	2pts	0pts
<b>Textual Content Elements</b>	Completed text and image content for 4 pages/sections (no placeholder text/images) Paragraphs and Headlines HTML Entities Lists	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	10pts	7pts	4pts	0pts
<b>Other Elements</b>	Image(s) HTML Entities Chosen Image Effect (CSS Sprite, Image Hover, or Lightbox) CSS3 Animation Structured Form	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	10pts	7pts	4pts	0pts
<b>Optional Elements</b>	3 Optional elements [Data Table, Image Map, YouTube Video, Google Maps, HTML5 Video, Pseudo Class OR Element, Two types of CSS3 (gradients, box shadow, text shadow, border radius), Sticky Nav, Smooth Scroll]	Missing few elements with minor coding errors.	Missing many elements with some major coding errors.	Did not complete.
	10pts	7pts	4pts	0pts
<b>Publishing Website</b>	Uploaded site with URL	Uploaded site, but error in submitted URL	Uploaded site, but some elements not displaying properly.	Did not complete.
	5pts	4pts	2pts	0pts
<b>Class Presentation</b>	Prepared [ready to go when name is called, all presentational accessories work (mic, webcam, and screen share)] Showcase sketches, digital wireframe, sitemap, website goals/inspirations Within the Five (5) minute timeframe	Minor technicalities that could have been avoided by having document open, and making sure all presentational accessories work (mic, webcam, and screen share)	Minor technicalities that could have been avoided by having document open, and making sure all presentational accessories work (mic, webcam, and screen share) Did not display all required elements (sketches, digital wireframe, sitemap, website goals/inspirations) Not within the Five (5) minute timeframe	Major technicalities that could have been avoided by having document open, and making sure all presentational accessories work (mic, webcam, and screen share) Did not have enough material to present complete project. Five (5) minute timeframe not taken into consideration.
	10pts	7pts	4pts	0pts
<b>TOTAL: 100pts</b>				

## UNIVERSITY POLICIES

### UNIVERSITY POLICY ON 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 Live Lectures, discussions, and group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

### OTHER RESOURCES:

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

- Counseling and Wellness resources
  - <http://www.counseling.ufl.edu/cwc/> 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 contact your program director and/or student support coordinator at [distancesupport@jou.ufl.edu](mailto:distancesupport@jou.ufl.edu) or 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. Students will be asked to complete evaluations during a specific Live Lecture. 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.**

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.

## SCHEDULE

### WEEKLY MODULE DATES:

Week 1	August 21-August 28
Week 2	August 28-September 4
Week 3	September 4-September 11
Week 4	September 11-September 18
Week 5	September 18-25
Week 6	September 25-October 2
Week 7	October 2-October 9
Week 8	October 9- October 16

Week 9	October 16- October 23
Week 10	October 23- October 30
Week 11	October 30-November 6
Week 12	November 6-November 13
Week 13	November 13- November 20
Week 14	November 20- November 27
Week 15	November 27-December 4
Week 16	December 4-December 7

## DETAILED COURSE SCHEDULE:

### INTRODUCTION

#### WATCH

- Course Introduction Video
  - Brief explanation of course, your instructor and what's expected of you

#### COMPLETE

- Introductions

### WEEK 1: INTERNET HISTORY, TERMINOLOGY, DOMAIN/HOSTING

#### OBJECTIVES:

- Learn about the Brief History of the Internet and Web Design
- Obtain Knowledge of Web Design Terminology
- Purchase Domain/Hosting Servers

#### LIVE LECTURE SCHEDULE:

Day	Time	Location
Tuesday	8-10 pm EST	Adobe Connect

---

#### LIVE LECTURE TOPICS:

- Domain/Hosting Servers
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 512-514
  - *PDF Notes*
    - None

---

#### RECORDED LECTURES:

- Internet/Web Design History
  - *Readings*
    - None
  - *PDF Notes*
    - Available in Canvas Classroom
- Web Design Terminology
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 1-3, 20
  - *PDF Notes*
    - Available in Canvas Classroom

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#### ADDITIONAL READINGS:

- HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
  - Introduction
    - pages xv-xxvi

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#### ADDITIONAL LINKS:

- <http://www.w3.org>
- <https://www.icann.org>
- <http://www.godaddy.com>

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#### COMPLETE:

- Domain/Hosting Purchasing Assignment
- Discussion Question #1:
  - Discuss your first experience with using the Internet. What do you remember? What type of set up did you have (dial-up, AOL, cable, DSL, wi-fi)? What was your main reasoning for using the Internet?
- Discussion Question #2:
  - Explain the proper web design coding rules that every designer should remember when creating a website.

## WEEK 2: BEGINNING TO CODE WITH HTML

---

### OBJECTIVES:

- Learn about the different Parts/Pieces of a Webpage
- Discuss Clean Coding Rules
- Download and Utilize Text Editors
- Create Your First Website
- Begin Coding via HTML

---

### LIVE LECTURE SCHEDULE:

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

---

### LIVE LECTURE TOPICS:

- Parts/Pieces of a Webpage
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 7-10, 21, 40
  - *PDF Notes*
    - Available in Canvas Classroom
- Clean Coding Rules
  - *Readings*
    - None
  - *PDF Notes*
    - Available in Canvas Classroom
- Text Editors
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 36
  - *PDF Notes*
    - Available in Canvas Classroom
- Starting a Website
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 30-35, 38-39, 44-45, 48-49
  - *PDF Notes*
    - None

- *HTML Coding*
  - HTML Tags and Attributes
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 4-6, 26, 46-47
    - *PDF Notes*
      - Available in Canvas Classroom
  - Text Objects, Entities/Symbols, and Code Commenting
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 12, 50-52, 85-91, 94-97, 101-105, 108-111, 118-119, 122
    - *PDF Notes*
      - Available in Canvas Classroom

---

#### RECORDED LECTURES:

- *HTML Coding*
  - Images
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 13, 133-151
    - *PDF Notes*
      - Available in Canvas Classroom
  - Text/Image/Anchor Links
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 16-17, 157-168
    - *PDF Notes*
      - Available in Canvas Classroom

---

#### ADDITIONAL LINKS:

- <http://www.w3schools.com>

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#### SOFTWARE:

- *Text editors*
  - Sublime
    - <http://www.sublimetext.com/>
  - Brackets
    - <http://brackets.io/>

---

COMPLETE:

- Quiz #1
- Discussion Question #3:
  - Explain the proper web design coding rules that every designer should remember when creating a website.
- Discussion Question #4:
  - Discuss each main tags (doctype, html, head, title, body) for all webpages and why you would use each of them.

---

WEEK 3: SKETCHING, WIREFRAMES, SITEMAPS, GOALS, FILE STRUCTURE, FTP

---

OBJECTIVES:

- Draw Website Sketches
- Create Digital Wireframes
- Construct Website Sitemap
- Develop Website Goals
- Research Inspirations
- Upload Website with FTP Client
- Understand Root Directory File Structure

---

LIVE LECTURE SCHEDULE:

Day	Time	Location
Tuesday	8-10 pm EST	Adobe Connect

---

LIVE LECTURE TOPICS:

- Hosting/Servers, FTP, and File Structure
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 14-15, 18-19, 37, 511, 515-518
  - *PDF Notes*
    - Available in Canvas Classroom

---

RECORDED LECTURES:

- Sketches/Wireframes
  - *Readings*
    - None
  - *PDF Notes*
    - Available in Canvas Classroom

- Sitemap
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 28
    - *PDF Notes*
      - Available in Canvas Classroom
  - Website Goals and Inspirations
    - *Readings*
      - None
    - *PDF Notes*
      - Available in Canvas Classroom
- 

SOFTWARE:

- *FTP Client*
    - CyberDuck
      - <http://cyberduck.io/>
- 

COMPLETE:

- Discussion Question #5:
    - Explain why a Wireframe is important in Web Design.
  - Discussion Question #6:
    - Discuss file/folder naming rules as well as structuring your website's files within the root directory.
- 

ASSIGNED:

- Project #1

WEEK 4: CODING WITH HTML

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OBJECTIVES:

- Continue Coding via HTML
- 

LIVE LECTURE SCHEDULE:

Day	Time	Location
Tuesday	8-10 pm EST	Adobe Connect



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## LIVE LECTURE TOPICS:

- *HTML Coding*
  - Lists and Block/Inline Elements
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 24-25, 390-391
    - *PDF Notes*
      - Available in Canvas Classroom
  - Data Tables
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 477-483
    - *PDF Notes*
      - Available in Canvas Classroom

---

## RECORDED LECTURES:

- *HTML Coding*
  - Fav Icons and Image Maps
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 155-156
    - *PDF Notes*
      - Available in Canvas Classroom
  - Embed vs Iframe tags with YouTube and Google Maps
    - *Readings*
      - None
    - *PDF Notes*
      - Available in Canvas Classroom

---

## COMPLETE:

- Homework #2
- Discussion Question #7:
  - Discuss the importance of Fav Icons.
- Discussion Question #8:
  - What are block and inline elements and why are they important?

## WEEK 5: EDITING CODE, FORMATTING HTML WITH CSS

### OBJECTIVES:

- Editing and Proofing Coding
- Discuss Cascading Style Sheets
- Obtain Knowledge of CSS Terminology
- Code CSS Inline, Internal, and External
- Format HTML Text Objects
- Use CSS Code Commenting
- Create Classes and IDs Selectors
- Format Element Background Color/Images

### LIVE LECTURE SCHEDULE:

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

### LIVE LECTURE TOPICS:

- CSS Terminology, Types of CSS (Inline, Internal, External) and Code Commenting
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 169, 171-173, 189-197, 204-206
  - *PDF Notes*
    - Available in Canvas Classroom
- *CSS Coding*
  - Formatting Text (Websafe Fonts, Google Fonts, @font-face)
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 232-247, 257-264, 335-359
    - *PDF Notes*
      - Available in Canvas Classroom
  - Classes and IDs
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 82-83, 208-211
    - *PDF Notes*
      - Available in Canvas Classroom

- Background Color/Images
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 182-188, 248-256
  - *PDF Notes*
    - Available in Canvas Classroom

---

#### RECORDED LECTURES:

- Editing/Proofing Coding and Intro to CSS
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 495-510
  - *PDF Notes*
    - Available in Canvas Classroom

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#### ADDITIONAL LINKS:

- <https://validator.w3.org/>
- <http://www.google.com/fonts>
- <http://www.dafont.com>

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#### COMPLETE:

- Homework #3
- Discussion Question #9:
  - Discuss CSS, what it means, and why you would use it in web design.
- Discussion Question #10:
  - Explain what the following means when it comes to CSS: selector, property, value, declaration, and declaration box.

---

### WEEK 6: STYLE GUIDES, DESIGN MOCKUPS

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#### OBJECTIVES:

- Design Website Style Guide
- Create Design Mockup

---

#### LIVE LECTURE SCHEDULE:

Day	Time	Location
Tuesday (Optional)	8-10 pm EST	Adobe Connect
Thursday (Presentations)	8-10 pm EST	Adobe Connect

---

RECORDED LECTURES:

- Style Guide
  - *Readings*
    - None
  - *PDF Notes*
    - Available in Canvas Classroom
- Design Mock-up
  - *Readings*
    - None
  - *PDF Notes*
    - Available in Canvas Classroom

---

COMPLETE:

- Project #1
- Discussion Question #11:
  - Discuss why a Design Mock-Up is important in Web Design.
- Discussion Question #12:
  - Find two (2) Design Mock-Ups or Style Guides online that you find intriguing and explain why.

---

ASSIGNED:

- Project #2

---

WEEK 7: CSS SPECIFICITY/INHERITANCE/SHORTHAND/COMBINING, FORMAT TABLES/BORDERS

---

OBJECTIVES:

- Understand CSS Specificity and Inheritance Rules
- Format Tables and Borders with CSS
- Discuss CSS Shorthand and Combining Rules/Properties

---

LIVE LECTURE SCHEDULE:

Day	Time	Location
Tuesday	8-10 pm EST	Adobe Connect

---

LIVE LECTURE TOPICS:

- *CSS Coding*
  - Tables and Borders
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 288-291
    - *PDF Notes*
      - Available in Canvas Classroom

- CSS Shorthand and Combining Rules/Properties
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 177, 225-228
  - *PDF Notes*
    - Available in Canvas Classroom

---

#### RECORDED LECTURES:

- CSS Specificity and Inheritance Rules
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 174-176, 178-181, 212-213
  - *PDF Notes*
    - Available in Canvas Classroom

---

#### COMPLETE:

- Quiz #2
- Discussion Question #13:
  - What is the CSS Specify rule and why is it important in Web Design?
- Discussion Question #14:
  - Why would you use the shorthand method when coding CSS?

---

### WEEK 8: CSS PAGE LAYOUTS/POSITIONING ELEMENTS, NAVIGATIONS

---

#### OBJECTIVES:

- Create Page Layouts with CSS
- Position Elements on a Webpage using CSS
- Format Navigational Elements with CSS

---

#### LIVE LECTURE SCHEDULE:

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

---

## LIVE LECTURE TOPICS:

- *CSS Coding*
  - Page Layouts (DIVs/Spans, Box Model, Margin Auto, Reset Rule)
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 73-77, 120-121, 207, 276-277
    - *PDF Notes*
      - Available in Canvas Classroom
  - Positioning of DIVs (Margin/Padding, Fixed/Static/Relative/Absolute, Z-Index, Float/Clear)
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 278-287, 292-307
    - *PDF Notes*
      - Available in Canvas Classroom
  - CSS-based Navigations and Link Formatting
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 220-221, 392-403
    - *PDF Notes*
      - Available in Canvas Classroom
- HTML Templates
  - *Readings*
    - None
  - *PDF Notes*
    - None

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## COMPLETE:

- Homework #4
- Discussion Question #15:
  - Discuss different ways (at least 3-4) one could position elements when it comes to web design.
- Discussion Question #16:
  - Discuss HTML Templates and why they would be helpful when it comes to web design.

---

## WEEK 9: PARENT/CHILD RELATIONSHIPS, HTML5 SEMANTIC STRUCTURE TAGS RULES/FEATURES

---

## OBJECTIVES:

- Understand Parent/Child Relationships
- Discuss HTML5 Rules/Features/Terminology
- Structure HTML Documents with Semantic Structure Tags

---

LIVE LECTURE SCHEDULE:

Day	Time	Location
Thursday (Optional)	8-10 pm EST	Adobe Connect

---

RECORDED LECTURES:

- Parent/Child Relationships
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 11
  - *PDF Notes*
    - None
- What is HTML5?
  - HTML vs HTML5
    - *Readings*
      - None
    - *PDF Notes*
      - Available in Canvas Classroom
  - Rules/Features
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 272-276
    - *PDF Notes*
      - Available in Canvas Classroom
  - Terminology
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 21-23
    - *PDF Notes*
      - Available in Canvas Classroom
- *HTML5 Coding*
  - Semantic Structure Tags
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 53-72, 81, 92-93, 98-100, 106-107, 116-117
    - *PDF Notes*
      - Available in Canvas Classroom

---

ADDITIONAL LINKS:

- Web Hypertext Application Technology Working Group (WHATWG)
  - <http://www.whatwg.org>

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COMPLETE:

- Quiz #3
- Discussion Question #17:
  - How does the term “Semantic” apply to HTML5?
- Discussion Question #18:
  - Do you own research on structure tags and report your findings; find an online article dealing with the new HTML5 semantic structure tags and summarize its information.

---

WEEK 10: CSS3, HOVER EFFECTS, SPRITES, CSS ANIMATION

---

OBJECTIVES:

- Discuss CSS3 Coding using Vendor Prefixes
- Format Elements with CSS3 Text Shadow, Box Shadow, Border Radius, Gradients
- Discover Hover Effects and Sprites
- Apply CSS Animation using Keyframes, Transition, Transform

---

LIVE LECTURE SCHEDULE:

Day	Time	Location
Tuesday (Optional)	8-10 pm EST	Adobe Connect
Thursday (Presentations)	8-10 pm EST	Adobe Connect

---

RECORDED LECTURES:

- *CSS3 Coding*
  - Vendor Prefixes and Text Shadow, Box Shadow, Border Radius, Gradients
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 361-363, 365-386
    - *PDF Notes*
      - Available in Canvas Classroom
  - Hover Effects and Sprites
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 387-388
    - *PDF Notes*
      - Available in Canvas Classroom
- *CSS Animation*
  - Keyframes, Transition, Transform
    - *Readings*
      - None
    - *PDF Notes*
      - Available in Canvas Classroom



---

COMPLETE:

- Project #2
- Discussion Question #19:
  - Find an example of ways you can use CSS Text Shadow or Box Shadow.
- Discussion Question 20:
  - Find an example of CSS Animation online and explain how you could apply it to a portfolio-based website.

---

ASSIGNED:

- Project #3

---

WEEK 11: PSEUDO CLASSES/ELEMENTS, IMAGE HOVER EFFECTS, STICKY NAV, SMOOTH SCROLL

---

OBJECTIVES:

- Apply Advanced CSS Coding Methods with Pseudo Classes and Elements
- Research and Code other Advanced CSS Coding Methods like Image Hover Effects, Sticky Nav, and Smooth Scroll

---

LIVE LECTURE SCHEDULE:

Day	Time	Location
Thursday (Optional)	8-10 pm EST	Adobe Connect

---

RECORDED LECTURES:

- Advanced CSS Coding Methods
  - Image Hover Effects
    - *Readings*
      - None
    - *PDF Notes*
      - Available in Canvas Classroom
  - Sticky Nav and Smooth Scrolls
    - *Readings*
      - None
    - *PDF Notes*
      - Available in Canvas Classroom
- Advanced CSS Coding Methods
  - Pseudo Classes and Elements
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 214-219, 222-225, 230-231
    - *PDF Notes*
      - Available in Canvas Classroom

---

COMPLETE:

- Homework #5
- Discussion Question #21:
  - Explain what a Sprite is and why you would use it.
- Discussion Question #22:
  - What is “Smooth Scroll” and why would you use it in Web Design?

WEEK 12: FORMS AND HTML5 VIDEOS

---

OBJECTIVES:

- Create Contact Forms
- Convert and Code HTML5 Videos

---

LIVE LECTURE SCHEDULE:

Day	Time	Location
Tuesday	8-10 pm EST	Adobe Connect

---

LIVE LECTURE TOPICS:

- Forms
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 409-448
  - *PDF Notes*
    - Available in Canvas Classroom

---

RECORDED LECTURES:

- HTML5 Videos
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 449-461, 468-474
  - *PDF Notes*
    - Available in Canvas Classroom

---

SOFTWARE:

- Forms to Go
  - <http://www.bebosoft.com/products/formstogo/overview>
- <http://www.mirovideoconverter.com>
- <http://easyhtml5video.com>

---

COMPLETE:

- Homework #6
- Discussion Question #23:
  - Discuss how a form can be important for a Portfolio-based website.
- Discussion Question #24:
  - What's the difference in using YouTube's provided iframe coding and HTML5's video element when displaying a video on your website?

---

WEEK 13: JQUERY

---

OBJECTIVES:

- Apply basic JQuery Interactive Objects to Websites

---

LIVE LECTURE SCHEDULE:

Day	Time	Location
Thursday (Optional)	8-10 pm EST	Adobe Connect

---

RECORDED LECTURES:

- JQuery Intro
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 487
  - *PDF Notes*
    - Available in Canvas Classroom
  - Lightbox/Fancybox
    - *Readings*
      - None
    - *PDF Notes*
      - Available in Canvas Classroom

---

ADDITIONAL LINKS:

- <https://jquery.org>

---

COMPLETE:

- Homework #7
- Discussion Question #25:
  - What is JQuery and why is it useful in web design?
- Discussion Question #26:
  - Find another example of a JQuery gallery other than Lightbox/Fancybox and explain why it may or may not be a better choice

## WEEK 14: GOOGLE AND SEO

### OBJECTIVES:

- Apply SEO Tactics to Allow Websites to be Viewable by Google

### LIVE LECTURE SCHEDULE:

Day	Time	Location
Thursday (Optional)	8-10 pm EST	Adobe Connect

### RECORDED LECTURES:

- Intro to SEO
  - Quick Tips, What Not To Do, Meta Tags
    - *Readings*
      - None
    - *PDF Notes*
      - Available in Canvas Classroom
  - What Google Does, Google Adwords, Google Adsense, Google Analytics
    - *Readings*
      - None
    - *PDF Notes*
      - Available in Canvas Classroom

### COMPLETE:

- Quiz #4
- Discussion Question #27:
  - What's the difference between Google Adwords and Google Adsense?
- Discussion Question #28:
  - Discuss the meta tags that were discussed in class and why you would use them.

## WEEK 15: SEMESTER REVIEW

### OBJECTIVES:

- Review of the semester's topics

### LIVE LECTURE SCHEDULE:

Day	Time	Location
Thursday	8-10 pm EST	Adobe Connect

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COMPLETE:

- Group Work 1
- Discussion Question #29:
  - What is your opinion of Web Design coding with HTML5 and CSS3?
- Discussion Question #30:
  - How can you use course learned Web Design tactics in your own professional life?

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WEEK 16: WRAP-UP

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OBJECTIVES:

- Wrap-up the semester

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LIVE LECTURE SCHEDULE:

Day	Time	Location
<b>Tuesday</b> (Presentations)	8-10 pm EST	Adobe Connect

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COMPLETE:

- Project #3