

# WEB DESIGN PRINCIPLES - SYLLABUS

UNIVERSITY OF FLORIDA, WEB DESIGN AND ONLINE COMMUNICATIONS

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**COURSE NUMBER:** MMC 5277

**CREDITS:** 4

**TERM:** FALL 2014

**LIVE LECTURE TIME:** Tuesday and Thursday, 8-10 pm EST

**LECTURE LOCATION:**

Online via Adobe Connect. Please enter room through the Calendar section of your course in Sakai at <https://lss.at.ufl.edu>

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## ABOUT YOUR INSTRUCTOR

**INSTRUCTOR:**

Jessica Pelasky  
[jessica.pelasky@ufl.edu](mailto:jessica.pelasky@ufl.edu) (main)  
[jessica.pelasky@gmail.com](mailto:jessica.pelasky@gmail.com) (alternative)  
419-961-0583 (call/text)

**OFFICE HOURS:**

M-F: Email/Phone/Text 2-4 pm;  
Saturday-Sunday: Email/Text

**COMMUNICATION:**

Responses will normally be answered within 24-36 hours. If an emergency, please either call/text.

Please send email to my UF email address; do not use the mail function within Sakai.

**MY TEACHING PHILOSOPHY:**

I plan on teaching this class where I assume that you are a beginner in HTML and CSS. I believe a proper web designer should be able to develop a website from the ground up; by this I mean coding HTML and CSS from scratch without the use of pretty web design software. :) I feel people tend to skip over the basics and go right to the items they want to implement; however without a strong base, you cannot build anything without it collapsing.

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## ABOUT THE COURSE

### PREREQUISITE KNOWLEDGE AND SKILLS:

- You do not have to have any prerequisite knowledge of HTML or CSS.

### PURPOSE:

In this course, you will gain a foundational knowledge of website creation and be able apply it to the planning, design and development of your own portfolio website over the course of the semester.

### DESCRIPTION:

By the end of this course you 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, you will have a foundational knowledge of website creation and 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 your class interactions, projects, and online postings.

### GOALS AND/OR OBJECTIVES:

By the end of this course, students will:

- Be able to read and write basic HTML and CSS code
- Create a full functioning website
- Understand how to upload websites to a web server
- Be familiar with different web design theories and understand web terminology

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## MATERIALS

### SUGGESTED TEXTBOOKS:

There are no required textbooks for this class; however there are a plethora of excellent books on coding. I suggest the following list of books for this and future courses in the WDOC:

- [HTML5 & CSS3 Visual QuickStart Guide \(7th Edition\)](#)  
by Elizabeth Castro, Bruce Hyslop
- [Dreamweaver CC: Visual QuickStart Guide](#)  
by Tom Negrino, Dori Smith
- [Photoshop CC: Visual QuickStart Guide](#)  
by Elaine Weinmann, Peter Lourekas

## REQUIRED SOFTWARE:

- Text editor of your choice: Notepad++ (windows), Komodo Edit (mac), Edge Code (Creative Cloud), Brackets
- Adobe Dreamweaver and Photoshop: Creative Cloud version recommend

## SUGGESTED SOFTWARE:

- Adobe Illustrator

## REQUIRED PURCHASE:

- You are required to purchase a domain name and hosting for your portfolio site (about \$50-60).
  - I recommend [GoDaddy.com](https://www.godaddy.com).
    - However, you can choose any hosting company and domain name provider.

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## COURSE EXPECTATIONS

### LIVE LECTURE ATTENDANCE POLICY:

You are expected to attend (and participate) all live lectures given twice a week, Tuesday and Thursdays from 8-10 pm EST.

If there is a circumstance where you are not able to attend said live lectures, you will be required to watch the recordings. Please contact me within the first week of class to discuss your situation if you will not attend any live lectures. *Arrangements will be made on an individual basis.*

If there comes a time where you will miss a live lecture due to a family or work emergency, please contact me ASAP so that I know not to expect you. Missing lectures for anything other than an emergency are not excused.

If you watch the class recordings, you will be required to submit a summary paper detailing the topics covered during the lectures. Summary papers need to be submitted via email no more than one week (7 days) after the missed date. You must submit your summary via Word Document. You may acquire the Summary Document via Connect and Sakai. Be sure to save the file as:  
[Week\_Missed]\_[Day\_Missed]\_[Lastname\_Firstname].doc Then send file via email with the subject line: **[Date Missed] - Summary Submission - [Name]**.

When attending the live lectures, I expect you to actively participate. I do keep track of participation during each lecture. When we are working on coding exercises, I also expect you to follow along, not just watch me do the code. During lectures, I might call on you to answer questions with your microphone. *Be prepared to discuss topics as a group.*

Class presentations will be held for each major project. I also expect you to give your classmates constructive critiques.

### **READING:**

There is so much online to read concerning web design that you could spend a lifetime reading. We will be using a combination of in class readings and assigned readings via textbook or provided links.

### **DISCUSSION BOARDS:**

We will be using the Discussion Boards in Sakai to conduct discussions of design, helpful coding tips and tricks, as well as sharing links to inspirational sites and articles. Discussions are taken into consideration for your participation grade.

### **HOMEWORK:**

The only way to learn code is practice. You will have 7 homework assignments throughout the course. These homework assignments are to reinforce what code or theory is taught during the live lectures. These assignments are less intensive than the projects and focus more on execution rather than creativity and design. For each homework assignment, you will have at least five days to complete unless otherwise noted. They will be posted in Sakai under the Assignments tab.

- HW1 – Creating Root Directories, Homepages, Basic XHTML tags
- HW2 – XHTML tags, Images, Tables, iframes
- HW3 – FTP
- HW4 – Find the Mistake, External CSS
- HW5 – Photoshop Slicing, Dreamweaver, External CSS
- HW6 – Dreamweaver, DIV layouts, External CSS, CSS3, Library Items, Image Maps
- HW7 – Modifying HTML, Forms, External CSS

### QUIZZES:

There will be a total of 4 quizzes throughout the semester. Each quiz will be worth a total of 25 points and will contain true/false and multiple choice questions. The quizzes will cover information discussed in the lectures and possible readings; they will be posted in Sakai in the Assessments tab. There will be no extensions for late quizzes, unless previous arrangements have been made.

- Quiz 1 – HTML
- Quiz 2 – HTML/CSS
- Quiz 3 – HTML/CSS/DW
- Quiz 4 – HTML/CSS/DW

### PROJECTS:

There will be 4 major projects throughout the semester. Each project will have specific requirements that will be detailed in the project description via Sakai. Projects will be “assignments” and adequate time will be given to complete.

- Project 1 – Wireframe (dealing with final project)
- Project 2 - Mock up (dealing with final project)
- Project 3 – Dreamweaver (does not deal with final project)
- Final Project – Fully functioning website

All projects will be presented during the live lectures. If you are not able to attend during presentation nights, you will need to record your presentation ahead of time via YouTube (recommended), Vimeo, or any other accessible means. You will then provide the URL to me before the class meeting time.

*Keep Presentations around 5 minutes.*

### LATE WORK:

All work is due on or before the due date. Extensions for deadlines will only be given on a case-by-case basis. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions.

Unless excused, work submitted within 24 hours after the due date will automatically be deducted by 30% of the maximum points allowed. No work will be accepted for a grade past 24 hours.

A problem uploading to Sakai is not an excuse. If you are having technical difficulties with Sakai, there are different means to submit work that all involve some sort of time stamping. You may email me links to your Dropbox folders or even attaching .zip files are viable alternatives.

### UNIVERSITY ATTENDANCE POLICIES:

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

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

### COURSE EVALUATION:

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations 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>

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## GRADING

Students are evaluated on the basis of their timely and effective completion of homework assignments and projects.

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

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

### GRADING SCALE:

A (4.0)= 93-100	A- (3.67)= 90-92	B+ (3.33)= 87-89	B (3.0)= 83-86	B- (3.0)= 80-82	C+ (2.33)= 77-79
C (2.0)= 73-76	C- (1.67)= 70-72	D+ (1.0)= 67-69	D (1.0)= 63-66	D- (.67)= 60-63	E (0.0)= 0-59

### UNIVERSITY GRADING POLICIES:

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

Information about UF's grading policy can be found at:

- <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>
- <http://www.isis.ufl.edu/minusgrades.html>

### UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES:

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc](http://www.dso.ufl.edu/drc)) by providing

appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

#### **UNIVERSITY HONESTY POLICY:**

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. 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." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

#### **NETIQUETTE: COMMUNICATION COURTESY:**

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. Please see the following document for more information:

<http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

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## **GETTING HELP**

For issues with technical difficulties for E-learning in Sakai, 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
- 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.

Contact information for the Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 352-392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

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## “TENITIVE” COURSE SCHEDULE

### WEEK 1

- Introduction, Syllabus, Calendar, Terminology, Files and Folders, Purchasing Domain/Hosting, Servers, HTML basics, Starting a Website, XHTML Coding

### WEEK 2

- XHTML Coding

### WEEK 3

- FTP, XHTML Coding, Wireframe, Website Design/Development

### WEEK 4

- CSS Coding

### WEEK 5

- XHTML, CSS Coding, Presentations

### WEEK 6

- CSS Coding, Design Mock-Ups

### WEEK 7

- CSS Coding, Intro to Dreamweaver

### WEEK 8

- Photoshop, Dreamweaver

### WEEK 9

- Dreamweaver, FTP, Intro to CSS3

### WEEK 10

- Dreamweaver, Library Items, and JQuery/Spry, Templates

### WEEK 11

- Dreamweaver, Rollover Images, Sprite, Search Engine Optimization

### WEEK 12

- Dreamweaver, Forms

### WEEK 13

- Wrap-up Class

### WEEK 14

- Dreamweaver, Forms

### WEEK 15

- Wrap-up Class

### WEEK 16

- Dreamweaver, Forms

## 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.*