

WEB DESIGN PRINCIPLES - SYLLABUS

UNIVERSITY OF FLORIDA, WEB DESIGN AND ONLINE COMMUNICATIONS

COURSE NUMBER: MMC 5277

CREDITS: 4

TERM: SPRING 2014

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

LECTURE LOCATION: Adobe Connect

ABOUT YOUR INSTRUCTOR

INSTRUCTOR:

Jessica Pelasky

jessica.pelasky@ufl.edu (main)

jessica.pelasky@gmail.com (alternative)

419-961-0583 (call/text)

OFFICE HOURS:

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

Saturday-Sunday: Email/Text to schedule

ADJUNCT ASSISTANT:

Jesse Phillips

jphillips1984@gmail.com

COMMUNICATION WITH INSTRUCTOR:

Responses will normally be answered within 12-24 hours. If an emergency, please either call/text.

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

INSTRUCTOR TEACHING PHILOSOPHY:

Instructor plans on teaching this class where she assumes that you are a beginner in HTML and CSS. She believes a proper web designer should be able to develop a website from the ground up; meaning coding HTML and CSS from scratch without the use of pretty web design software. :) She feels 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.

ABOUT THE COURSE

PREREQUISITE KNOWLEDGE AND SKILLS:

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

PURPOSE:

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

DESCRIPTION:

By the end of this course you will be comfortable creating, coding, and uploading basic HTML and CSS files to the Internet. This course is equipped with a historical understanding of the web's evolution as well as key industry-standard design guidelines to ensure strong online presentation. Critical thinking will be encouraged through class interactions, projects, and online postings.

GOALS AND/OR OBJECTIVES:

By the end of this course, students will:

- Understand the basics of HTML and CSS
- Read and write basic HTML and CSS
- Create a full functioning website
- Understand how to upload websites to a web server
- Familiar with different web design theories and understand web terminology

MATERIALS

RECOMMENDED TEXTBOOKS:

- HTML & XHTML: The Definitive Guide
by Chuck Musciano, Bill Kennedy
- Dreamweaver CC: Visual QuickStart Guide
by Tom Negrino, Dori Smith

REQUIRED TEXTBOOKS:

- HTML and CSS: Visual QuickStart Guide
by Elizabeth Castro, Bruce Hyslop

REQUIRED SOFTWARE:

- Text editor of your choice: Notepad++ (windows), Komodo Edit (mac), 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 (about \$50-60).
 - I recommend [GoDaddy.com](https://www.godaddy.com).
 - However, you can choose any hosting company and domain name provider.

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. When attending the live lectures, Instructor expects you to actively participate. Participation is kept track during each lecture. When we are working on coding exercises, Instructor also expects you to follow along, not just watch. *Be prepared to discuss topics as a group.*

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

Each lecture is recorded therefore, if there is a circumstance where you are not able to attend said live lectures you will be required to let your Instructor know ahead of time while make time to watch the recording. If you have a situation where you will not attend any live lectures throughout the semester, please contact Instructor within the first week of class to discuss your situation. *Arrangements will be made on an individual basis.* Missing lectures for anything other than an emergency are not excused.

Due to circumstance having you watch the class recordings, you will be required to submit a summary to Instructor detailing the topics covered during the recorded lecture. Summaries need to be submitted via email to Instructor no more than one week (7 days) after the missed class. You must submit your summary via Word Document with the proper format given to you at the beginning of the semester. Be sure to save the file as: **[Week]_[Day]_SummarySubmission_[LastnameFirstname].doc**

Send file via email with the subject line:

[Week]_[Day]_SummarySubmission_[LastnameFirstname]

READING:

We will be using a combination of textbook readings and provided links. However, there is so much information concerning our topics this semester that Instructor cannot possibly teach it all. Therefore you are expected to check out other online sources dealing with said topics on your own time.

DISCUSSION BOARDS:

We will be using the Discussion Boards 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; therefore you will have homework assignments throughout the course. These homework assignments are to reinforce information taught during the live lectures. These assignments are less intense than the projects and they focus more on execution and research rather than creativity and design. For each homework assignment, you will have at least five days to complete unless otherwise noted.

QUIZZES:

There will be quizzes throughout the semester. The quizzes will cover reviews, lecture information, and possible readings. There will be no extensions for late quizzes, unless previous arrangements have been made.

PROJECTS:

There will be 4 major projects throughout the semester. Each project will have specific requirements catering to the information taught in class.

- Project 1 – Wireframe (linked to final project)
- Project 2 - Mock up (linked to 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) or any other accessible means. You will then provide the URL to Instructor before the class meeting time.

Keep Presentations around 5 minutes.

SELF-STUDY:

Students are also expected to spend time outside of class visiting websites that supplement learning code and how to implement into a working website. There will be times that students will be required to provide links for class exercises.

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 by Instructor. 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. Late is late, whether it's 5 minutes or 5 hours.

A problem uploading your work is not an excuse. If you are having technical difficulties with Canvas, there are different means to submit work that all involve some sort of time stamping. You may email Instructor 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>

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) 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>

GETTING HELP

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

- 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.

“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

- Coding

WEEK 3

- Coding, Wireframe, Website Design/Development

WEEK 4

- FTP, 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

SPRING BREAK

- Review Work/Coding

WEEK 9

- Dreamweaver

WEEK 10

- Dreamweaver FTP, Intro to CSS3, Dreamweaver Library Item

WEEK 11

- Dreamweaver Templates, Rollover Images, Sprite, Search Engine Optimization

WEEK 12

- Dreamweaver, CSS3, Library Item, Templates, Sprite, Search Engine Optimization

WEEK 13

- Dreamweaver, JQuery/Dreamweaver Spry

WEEK 14

- Dreamweaver, Forms

WEEK 15

- Dreamweaver, Wrap-up Class

DISCLAIMER

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