

Web Design Principles

University of Florida, Online Masters in Web Design and Communication

Course Number: MMC 5277

Term: Summer 2013

Credits: 4

Meeting Time: Tuesday and Thursday, 8-10pm EST

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

INSTRUCTOR:

Vonne Smith

vonnesmith@ufl.edu

OFFICE HOURS:

By appointment, please email instructor at least 48 hours ahead of time to set up meeting time.

COURSE COMMUNICATIONS:

Student emails will normally be answered within 24-36 hours. You can email me through Sakai; however, it is easier for me to receive emails directly to my email.

REQUIRED TEXT:

There are no required textbooks for this class. There are a plethora of excellent books on coding. I *highly suggest* this book:

[HTML5 and CSS3, Seventh edition: Visual Quickstart Guide](#) by Elizabeth Castro and Bruce Hyslop. Peachpit Press 2012

Osborn, Jeremy, & AGI Creative Team (2012). *Adobe Dreamweaver CS6 Digital Classroom*. Wiley Publishers.

Adobe Creative Team (2012). *Adobe Dreamweaver CS6 Classroom in a Book*. Adobe Press

REQUIRED SOFTWARE:

- Text editor of your choice: Notepad++ (windows), TextWrangler (mac), or other (will discuss first day of class).
- Adobe Dreamweaver: Dreamweaver is part of the creative suite. Version CS5 or higher.
- Adobe Photoshop and Adobe Illustrator are *highly suggested*.

REQUIRED PURCHASE:

You are required to purchase a domain name and hosting for your portfolio site (around 50-60 dollars total). I would prefer you to use GoDaddy.com for your domain name and hosting since I am familiar with their services. However, you can choose any hosting company and domain name provider. We will discuss all this during the first week of class.

PREREQUISITE KNOWLEDGE AND SKILLS:

VIC 5325 - Digital Imagery for creating images for websites. Skills learned in VIC 5315 – Brand and Identity and VIC 5326 – Layout and Design can be applied in this course. You do not have to have any prerequisite knowledge of HTML or CSS.

PURPOSE OF COURSE:

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.

COURSE 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

TEACHING PHILOSOPHY:

I teach from the perspective that you know nothing about the subject matter. I believe in establishing a strong foundation of whatever program or web language you are learning. I feel people tend to skip over the basics and go right to the items they want to implement. Without a strong base, you cannot build anything without it collapsing.

Course Expectations:

ATTENDANCE AND CLASS PARTICIPATION:

You are expected to attend all live class meetings and participate. If you are not able to attend live class meetings and will watching the recordings, you will need to contact me within the first week of class explaining why you will take class in this manner. Arrangements will be made on an individual basis.

If you are not able to attend a class, you need to email me. Please put in the subject line: Not Attending: Date. You will be required to watch the class recording and submit a response paper detailing the class topics. A sample response paper will be given to you on the first day of class.

I expect you to actively participate in each class. When we are doing coding exercises, I expect you to follow along with the lessons, not just watch me do the code. During lectures, I might call on you to answer questions with your microphone. Be ready to discuss things as a group.

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

READING

There is so much online to read about web design, you could spend a lifetime reading about it. We will be using a combination of in class readings and assigned readings before the next class.

FACEBOOK

Sharing is caring. Using Facebook, we will conduct discussions of design, helpful coding tips and tricks, and links to inspirational sites. I want to keep the use of Facebook focused and pertinent. I encourage you to post useful links to the topics being discussed during the course of the semester. Facebook might be integrated into your homework assignments as well.

PROJECTS

There will be 4 major projects. Each project will have specific requirements that will be detailed in project description in Sakai. Projects will be assignments will adequate time to complete assignments.

- Project 1 - Wireframe
- Project 2 - Mock up
- Project 3 - Dreamweaver
- Final Project – Full functioning website

You will be required to present your projects in class. If you are not able to attend the live meeting on presentation days, you will need to record your presentation ahead of time. Your recording needs to be accessible by your classmates. You can post on youtube, vimeo, or any other means. Please provide the URL before the class meeting time.

QUIZZES

There will be a total of 4 quizzes throughout the semester. Each quiz will be worth a total of 25 points. Quizzes will cover class lectures and possible readings. Quizzes will be posted in Sakai in the Assessments section. Open dates and due dates will be posted in Sakai. Quizzes must be completed by the due date. There are no extensions for late quizzes.

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 in the live meetings. These assignments are meant to be less intensive than the projects and focus more

on execution rather than creativity and design. Homework will be assigned no later than Thursday and due the following Tuesday by 7:59 pm unless otherwise noted.

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 otherwise 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. Emailed links to Dropbox folders or files or Google Drive within a reasonable timeframe are viable alternatives. Emailed zip files directly to my ufl.edu or nhgainesville.com email will also be considered alternatives.

Grading:

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

Participation*	10%
Quizzes	10%
Homework	20%
Project 1	15%
Project 2	15%
Project 3	10%
Final Project	20%

**Participation includes: presence in class (chat, responses to questions, actively engaged), attendance, Facebook postings and 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

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

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

UF 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.

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>.

NETIQUETTE: COMMUNICATION COURTESY:

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. [Describe what is expected and what will occur as a result of improper behavior] <http://teach.ufl.edu/docs/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.

Course Schedule:

Week 1

- Class introduction, review syllabus
- Website basics, root directories, text editors
- Homework1

Week 2

- HTML coding, FTP clients and uploading to servers
- Homework 2

Week 3

- HTML and CSS
- Wireframes and site organization
- Assign Project 1 -Wireframe
- Homework3
- Quiz 1

Week 4

- Designing for the web
- UX, IA, InX

Week 5

- Project 1 presentations
- HTML and CSS
- Homework4

Week 6

- CSS layouts
- Mockups with PS, AI
- Assign Project 2 - Site Mockup
- Homework5
- Quiz 2

Week 7

- Introduction to Dreamweaver

Week 8

- Class presentations - Project 2 - Site mockups
- HTML CSS

Week 9

- Dreamweaver
- Assign Project 3 - Dreamweaver site

- Homework6
- Quiz 3

Week 10

- Code and Dreamweaver
- Assign Final Project

Week 11

- Class presentations for Project 3 - Dreamweaver site
- Homework7
- Quiz4

Week 12

- Code
- HTML5

Week 13

- Class Presentations - Final Project

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.