

WEB DESIGN PRINCIPLES - SYLLABUS

UNIVERSITY OF FLORIDA, WEB DESIGN AND ONLINE COMMUNICATIONS

COURSE NUMBER: MMC 5277

CREDITS: 4

TERM: SUMMER 2015

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

Mon-Fri: Email/Phone/Text from 2-4 pm;
Sat-Sun: Email/Text to Schedule Appt.

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.

ABOUT YOUR INSTRUCTOR:

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

For the last 10 years she has helped small businesses/individuals from across the country develop their online brand. She currently maintains/hosts about 30 client websites while also maintaining her rapidly-growing blog.

She has always loved sharing her web design knowledge, while also helping individuals better themselves by learning new technological skills. Because of this, she also achieved a Masters of Arts degree in Adult Education and Training (also via an e-learning environment). With this degree she has become an online adjunct instructor for various

Certificate, Bachelors, and Masters programs since September 2013. She has been an online Adjunct for the University of Florida's College of Journalism's Web Design and Online Communications program since January 2014 where she currently teaches Web Design Principles and Advanced Web Topics 1.

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. :)

ABOUT THE COURSE

PREREQUISITE KNOWLEDGE AND SKILLS:

- There are no prerequisite courses or a need to have knowledge of HTML/CSS.

PURPOSE:

In this course, you will gain a foundational knowledge of website creation from start to finish concerning the following web design stages: planning, design, and development.

DESCRIPTION:

By the end of this course students will be comfortable with creating, coding, and uploading an XHTML based website stylized with CSS. This course is equipped to start with the basic XHTML rules with a historical understanding of the evolution in web design coding. Students will also gain knowledge of the industry-standard design guidelines to hand code their own website via text editors.

GOALS AND/OR OBJECTIVES:

By the end of this course, students will:

- Become familiar with different web design trends and terminology
- Understand the basics of XHTML and CSS and how to upload websites via FTP
- Read and write XHTML and CSS
- Create a fully functioning websites

CANVAS CLASSROOM URL:

- <https://ufl.instructure.com/courses/317014>

ADOBE CONNECT LIVE LECTURE URL:

- https://uflcoj.adobeconnect.com/mmc5277_summer15
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MATERIALS

REQUIRED TEXTBOOKS:

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

RECOMMENDED TEXTBOOKS:

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

REQUIRED SOFTWARE:

- Text editor: Notepad++, Komodo Edit (mac), Brackets, Sublime Text

RECOMMENDED SOFTWARE:

- Adobe Dreamweaver and Photoshop: Creative Cloud version

SUGGESTED SOFTWARE:

- Adobe Illustrator

OTHER SUGGESTED MATERIALS:

- Webcam/mic (live lectures/in-class presentations)
- Two-Monitor setup (to assist during coding live lectures)

REQUIRED PURCHASE:

- Domain name and hosting (about \$50-60).
 - Recommended Registrar and Host: [GoDaddy.com](https://www.godaddy.com)
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COURSE EXPECTATIONS

LIVE LECTURE ATTENDANCE POLICY:

You are expected to attend (and actively participate) all live lectures given twice a week, Tuesday and Thursdays from 8-10 pm EST. Participation is kept track during each lecture based on a curve concerning all students. When working on coding exercises, Instructor also expects you to follow along, not just watch. *You must also be prepared to discuss topics as a group.*

Class presentations will be held for each (4) major project. Instructor also expects you to give your classmates constructive critiques during presentations nights.

Each lecture is recorded, therefore, if there is a circumstance where you are unable to attend said live lecture you will be required to let your Instructor know ahead of time while making time to watch the recording within one (1) week of missed lecture. 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 and options. *Arrangements will be made on an individual basis.* Missing lectures for anything other than an emergency are not excused.

If your absence is excused, you must watch the class recording and will be required to submit a Summary Submission to Instructor detailing the topics covered during the recorded lecture. Summaries need to be submitted via Instructor's UF email no more than one week (7 days) after the recording date. Summary Submission must be submitted via Word Document with the proper format provided at the beginning of the semester. Be sure to save the file as: **[Week]_[Day: Tuesday/Thursday]_SummarySubmission_[LastnameFirstname].doc**

READING:

We will be using a combination of textbook readings as well as Instructor provided links. However, there is so much information concerning our topics that you are required to also conduct your own research on your own time.

DISCUSSION BOARDS:

We will be using the Discussion Boards via Canvas to conduct conversations 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 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 also be quizzes assigned throughout the semester. These 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 during live lectures.

- Project 1 – Wireframe (linked to Final Project)
- Project 2 - Mock up (linked to Final Project)
- Project 3 – First Small, Fully Coded website (does not deal with Final Project)
- Final Project – Larger, Fully Functioning website

All projects will be presented during the live lectures. If you are not able to attend presentation nights, you will be required to record your presentation ahead of time and upload the video via YouTube (recommended). You will then *provide the URL* to Instructor before the class meeting time.

Please keep presentations around 5 minutes.

SELF-STUDY:

Students are also expected to spend time outside of class researching advanced coding methods and how to implement them into a working website. There will be times that students will also 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 for a grade is not an excuse. If you are having technical difficulties with Canvas, there are different means to submit work. You may email Instructor links to your Dropbox folders or even attach .zip files to Instructor's UF email 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. 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).*

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, Internet/Web Design History, Terminology, Purchasing Domain/Hosting, XHTML basics, Starting a Website, XHTML Coding

WEEK 2

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

WEEK 3

- XHTML and CSS Coding

WEEK 4

- CSS Coding

WEEK 5

- Design Mock-Ups, CSS Coding

WEEK 6

- Intro to Dreamweaver, Photoshop

WEEK 7

- Dreamweaver

WEEK 8

- Dreamweaver FTP, Intro to CSS3

WEEK 9

- Dreamweaver Library Item, Dreamweaver Templates

WEEK 10

- Dreamweaver Rollover Images, Sprites, Search Engine Optimization

WEEK 11

- JQuery, Dreamweaver Sprys

WEEK 12

- Dreamweaver, Forms

WEEK 13

- 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.