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Please note: E-mails will be returned within 48-hours when received.

IMED 1316 WEB DESIGN I (3)  
Instruction in web design and related graphic design issues including mark-up languages, websites, and browsers. This course may be repeated if topics and learning outcomes vary. (2 Lec., 4 Lab.)

COURSE OBJECTIVE  
The objective of this class is to develop a basic understanding of Internet concepts, the design process used in web design projects and basic level programming techniques. The primary focus is concentrated on coding standard compliant web pages using the latest version of Hypertext Markup Language (HTML) and to introduce Cascading Style Sheets (CSS) to configure text, color and page layout. Overall design fundamentals and critical thinking are emphasized as they pertain to web projects.

COURSE OVERVIEW  
The first part of the semester will cover the terms and concepts related to the Internet and the Web. Once this is established, the curriculum teaches students how to hand code HTML Web pages, emphasizing document structure and content. Only after a document's structure and content are in place do students manipulate the appearance of the content using Cascading Styles Sheets (CSS) and images. Second half of the semester students will explore the elements and principles of design and conceptual problem solving through the creative process prevalent to web projects.

PREREQUISITES  
A basic knowledge of MAC OS X, file management, the Internet and e-mail.

TEXT & MATERIALS  

Web access required: Students must also have an e-mail address, access to TextWrangler (MAC) or Notepad++ (PC).

INSTRUCTIONAL METHODOLOGY  
This course is taught in the classroom in a lecture/laboratory format. An online component of the course will be used, which is available on Blackboard. The lecture will generally introduce concepts and skills, which will then be developed and applied in laboratory exercises, exams and a case study.
LEARNING OUTCOMES
Successful completion of this course will enable the student to:

1. Identify how the Internet functions with specific attention to the World Wide Web and file transfer.
2. Learn and understand terminology associated with the use of the Internet.
3. Demonstrate knowledge of the components of an HTML document.
4. Understand the use of HTML tags and elements.
5. Establish hyperlinks within HTML documents.
6. Demonstrate an understanding of color and typography on the Web.
8. Learn and focus on current standards in web design.
9. Demonstrate the use of W3C formatting and layout standards.
10. Configure text, color and page layout with CSS.
11. Target a particular audience through visual communication.
12. Apply critical thinking and design fundamentals to web projects.
13. Create, design and test web pages.
15. Manage local and remote files.
16. Post web pages and all related files on a server using FTP software.

COURSE EVALUATION/GRADING SCHEME
You will accumulate course points for work done as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Maximum Points</th>
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<tbody>
<tr>
<td>2 Exams @120 points each</td>
<td>240</td>
</tr>
<tr>
<td>6 Lab Assignments @40 points each</td>
<td>240</td>
</tr>
<tr>
<td>Case Study</td>
<td>360</td>
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<tr>
<td>Site Redesign Project</td>
<td>120</td>
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<tr>
<td>2 Discussion Boards @20 points each</td>
<td>40</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
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</tbody>
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Your final course grade will be determined as shown:

<table>
<thead>
<tr>
<th>Points Earned</th>
<th>Final Grade</th>
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<tbody>
<tr>
<td>900 – 1000</td>
<td>A</td>
</tr>
<tr>
<td>800 – 899</td>
<td>B</td>
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<tr>
<td>700 – 799</td>
<td>C</td>
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<tr>
<td>600 – 699</td>
<td>D</td>
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<td>000 – 599</td>
<td>F</td>
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COURSE OUTLINE

WEEK 1: Unit One – Class Orientation and Getting Set-up Locally
During this time, students will get familiar with how the online course is structured. Instructions are given on setting up their local drive for they can write HTML documents and publish them to the Web. Preparation includes installing an HTML text editor and setting up File Transfer Protocol (FTP) on their machine. Direction is also given on how to connect to the class web server, where students will turn in their assignments throughout the semester.

WEEK 2: Unit Two – Web Fundamentals and File Management
This unit covers the key terms and concepts related to the Internet and the Web with which web developers need to be familiar. How to create, edit and view web pages are reviewed, along with proper file naming conventions and folder structure as they pertain to web projects.

WEEKS 3-4: Unit Three – HTML Basics
Students learn the basic level programming techniques used by the Web industry. An HTML overview is given where students write their first web page. The primary focus is on the elements and attributes that make up the HTML language and the correct syntax to write HTML. Establish hyperlinks within HTML documents is discussed, along with the different hyperlinks available and when to use them. HTML file naming conventions are reviewed. The importance of writing standard compliant code determined by the World Wide Web Consortium (W3C) is also introduced.

WEEKS 5-6: Unit Four – CSS Basics
The technique of using Cascading Style Sheets (CSS) to configure the color and text on web pages is introduced. Students gain an understanding why CSS is the industry standard for applying style to web pages. Declaration blocks are analyzed in their most basic form to learn the proper syntax of the language. Types of styles sheets are explored and their advantages and disadvantages. Finally, a quality assurance method, offered by W3C, known as CSS validation is also introduced.

WEEKS 7-9: Unit Five – Web Graphics and Effects
This unit discusses the use of graphics and visual effects on web pages, including image optimization, CSS borders, CSS image backgrounds, new CSS3 visual effects and new HTML5 elements. Common graphic files on the Web are introduced, along with where to find graphic resources without copyright infringement.

WEEKS 10-11: Unit Six – CSS Page Layout
Students take their CSS skills to the next level by learning how to control web page elements. This unit continues the study of CSS begun earlier and introduces techniques for positioning and floating web page elements, including a two-column CSS page layout.

WEEK 12: Unit Seven – HTML Tables
This unit focuses on the HTML elements used to create tables. Methods for configuring a table with CSS are introduced. Additionally, the proper use of tables in site design is emphasized.

WEEKS 13-14: Unit Eight – HTML Forms
This unit focuses on the HTML elements used to create forms. Methods for configuring the form with CSS are introduced. The unit wraps up with connecting a form to a server-side script for processing.

WEEKS 15-17: Unit Nine – Web Design
Design fundamentals of repetition, contrast, proximity and alignment are explored to create the “look” (visual aesthetic) of a website, along with color theory techniques. Discussion of the use of typography on the Web and its obstacles on screen rendering is reviewed. Conceptual problem-solving methods through the creative process are reviewed and how they are applied to web projects.
COURSE POLICIES

LATE WORK: This course is not self-paced. Assignments are due on the date outlined in the course schedule. Late assignments will not be accepted unless you notify your instructor ahead of time and receive approval to submit your assignment after the deadline.

There is a 72-hour grace period from the date the assignment is due before an assignment is not accepted. A late penalty of 5 points will be assessed on any assignment that is turned in during the 72-hour grace period. Assignments turned in after this grace period will receive a grade of 0.

SUBMITTING REQUIRED WORK: All work is to be turned in when due, as is outlined in the course schedule. All work is to be posted to your assigned website throughout the semester using an FTP program for your operating system. Read Appendix G: FTP Tutorial, pages 645-647, of your textbook.

EXAMINATION POLICY: This class relies mainly on practical hands-on lab assignments, however there are 2 timed exams over your reading assignments that must be taken and submitted when due. You will find the exams located in the “Exams” folder. An exam is only available during a short time period, usually 2 weeks. After the due date, the exam is no longer available. Please make sure you take the exam prior to the due date. You are responsible for taking the exam by the due date. No late exams allowed.

CLASS PARTICIPATION: You are expected to be active on Blackboard on a regular basis throughout the semester. Class participation for this class is accessed as 40 points of your grade through discussion board posts. It is your responsibility to check the discussion board regularly for required discussion board threads.

ON CAMPUS CLASS: If you are having difficulty with course material, you are welcome to join the on-campus class anytime throughout the semester. This class meets on Monday nights at Brookhaven College from 5:40PM-9:50PM in RM B222. To not be disruptive to the class, you must plan to arrive on time or at break time, which is typically around 7PM. Walking in the middle of lecture is unacceptable. If class has started, please wait to come into the class room when the class is released for break.

OPEN LAB HOURS are available to any enrolled student, online or campus student, however access is limited to scheduled open lab hours. Open lab hours are normally posted within the first two weeks of the semester. To use the computers in either lab, login with ‘Student’ as the id and password. Bring a USB Flash/thumb drive to save the work you create in the labs.

The Mac lab is in the B-Building on the Brookhaven College campus. There are 3 computer labs: B-225, B-227 and B-222. All software is available on Macintosh OSX computers and all computers have internet access. The lab assistant is available for questions concerning operation of the Mac Computers and help with printing, saving and opening files and some software questions. Although our lab assistants use and understand most software that we teach, they have many responsibilities and cannot sit with students individually and tutor. They will answer a few questions and help as they can, however if you totally do not understand an assignment, email your instructor. Make sure you bring your textbook with you to lab.

The PC lab is in K107. It is normally open M-Th 9-9, Fri 9-2, however this may change. Hours will be posted outside the lab. To use the computers, stop by the lab assistant’s office for access. Although the PCs are provided for student use, and Photoshop is installed on the computers, the lab assistant is NOT available for questions or help with software in this lab.

This class requires approximately 1 hour lecture and 2 hours lab time (roughly 3 hours per week), plus any extra time as needed to complete homework, which usually depends on individual student study habits and skill level. The overall weekly time necessary to complete the required assignments in the full 16 week Fall/Spring semester is estimated at 6 - 10 hours per week. Hours are estimated. This is a technical class, so the amount of time spent
will ultimately be based on individual comprehension and study/work habits. For this campus section, the Lectures are delivered in class, but are also posted online. You can read these as necessary along with the required reading from the textbook. Lab work is the actual production of the required exercises and projects. Lab is self-paced. You can either come to the classroom at the lab time set aside for your section, or complete the assignments at home or another time during open lab. Your instructor will not be available during lab time.

INSTITUTIONAL POLICIES

DROP/WITHDRAWAL POLICY: Withdrawing from a course is a formal procedure, which YOU must initiate; the instructor cannot do it for you. You may withdraw from a class in either the Admissions office or Advising Center. If you stop attending or are unable to complete this class and you do not withdraw before the official drop date THURSDAY, APRIL 14, 2016, you will receive a performance grade, usually a grade of “F.” Students sometimes drop a class when help is available that would enable them to continue. Please discuss your plans with the instructor if you feel you need to withdraw. The full drop and withdrawal policy is online in the college catalog.

STOP BEFORE YOU DROP: For students who enroll in college level courses for the first time in the fall of 2007, Texas Education Code 51.907 limits the number of courses a student may drop. You may drop no more than 6 courses during your entire undergraduate career unless the drop qualifies as an exception. Your college counseling/advising center will give you more information on the allowable exceptions. Remember that once you have accumulated six non-exempt drops, you cannot drop any other courses with a “W.” Therefore, please exercise caution when dropping courses in any Texas public institution of higher learning, including all seven of the Dallas County Community Colleges. The full drop and withdrawal policy is online in the college catalog.

FINANCIAL AID STATEMENT: Failure to attend classes could result in a loss of Financial Aid (FA). If you are receiving any form of financial aid, you should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester. Students who fail to attend or participate after the drop date are also subject to this policy.

INTERNATIONAL STUDENTS: Students on an F-1 visa cannot withdraw from classes without jeopardizing their official status. If you are on an F-1 visa, you MUST NOT withdraw from any class without the permission of an International Student Advisor in the Multicultural Center, in Room S136 or at 972-860-4192.

RELIGIOUS HOLIDAYS: A student shall be excused from attending classes, or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this provision may not be penalized for that absence and shall be allowed to take an examination or complete an assignment within a reasonable time after the absence.

ADA STATEMENT: If you feel you may need special assistance or accommodation (such as help with taking notes, extra time on tests, etc.) because of any type of physical disability or learning difference, please contact the Special Services office in Room S124 or at 972-860-4673.

ACADEMIC INTEGRITY: Scholastic dishonesty is a violation of the Student Code of Conduct and is punishable as stated in college policies. Please review the full Student Code of Conduct as listed in the college catalog for additional information.

Scholastic dishonesty shall include, but not be limited to, cheating on a test, plagiarism, and collusion. The purpose of the Student Code of Conduct is to provide guidelines for the educational environment of the Dallas County Community College District. This environment views students in a holistic manner, encouraging and inviting them to learn and grow independently. Such an environment presupposes both rights and responsibilities.
REPEATING THIS COURSE: Each college of the DCCCD charges additional tuition to students registering the third or subsequent time for a course. All third and subsequent attempts of the majority of credit and continuing education/workforce training courses will result in additional tuition being charged. Developmental Studies and some other courses will not be charged a higher tuition rate. Third attempts included courses taken at any of the DCCCD colleges since the Fall 2002 semester. The District’s policy for tuition charges relating to a third attempt is in the college’s catalog.

GRADE REPORTS: Final grade reports are not mailed to students. You may obtain your final grades online at https://econnect.dcccd.edu/. From the student menu, select “My Grades” under “My Personal Information.” If you are not already logged in, you will be prompted to do so. Select the grade type you wish to review. Press the submit button and all grades for the selected grade type will be displayed.

INSTRUCTOR’S RIGHT TO MODIFY: The instructor has the right to add, delete, or revise segments of this course syllabus.

FERPA: The Family Educational Rights and Privacy Act (FERPA) affords students certain rights with respect to their education records. More information about the FERPA guidelines is available online in the college catalog.