IMED 1316/1416 - Web Design I  
ARTC 1317 - Design Communication I

GENERAL INFORMATION
College Name                  Richland College  
Division                      Engineering and Technology  
Semester/Term & Year          Fall 2019

INSTRUCTOR INFORMATION
Name                          Dan Dao  
DCCC D E-mail Address         dandao@dcccd.edu  
Telephone                     972-238-6066  
Office Number                 Thunderduck 246 suite C  
On Campus Office Hours        Tuesdays and Thursday, 9 to 11:30 AM, Appointment only  
Electronic Office Hours       Friday, 9 to 11 AM.

COURSE INFORMATION
Course Number                 IMED 1316 cross link with ARTC 1317  
Section Number                81001  
Credit Hours                  3 credit hours (2 hours lecture and 2 hours lab per week)  
Class Location                Thunderduck 223

Course Description
IMED 1316: Instruction in web design and related graphic design issues including mark-up languages, web sites, and browsers. This course may be repeated if topics and learning outcomes vary. (2 Lec., 4 Lab.)

ARTC 1317: Study of design development relating to graphic design terminology, tools and media, and layout and design concepts. Topics include integration of type, images and other design elements, and developing computer skills in industry standard computer programs. (2 Lec., 4 Lab.)

Course Prerequisites None

Student Learning Outcomes     Upon successful completion of this course, students will:

IMED 1316 – SLO’s

1. Students will be able to identify, describe, or explain terminology and concepts used in Internet and World Wide Web environments. Terminology and concepts to be assessed will be identified on major exam study guides and in lectures.

Course Objective 1 will be successfully achieved by successfully answering questions in the course lab work and major exams.

2. Students will demonstrate the ability to manage data file storage on local and remote computers including uploading files through application programs or File Transfer Protocol to a Web server.
Course Objective 2 will be successfully achieved by successfully demonstrated in the course lab work and hands-on portions of the major exams.

3. Students will demonstrate web page design concepts.

Course Objective 3 will be successfully achieved by successfully demonstrated in the course lab work and hands-on portions of the major exams.

4. Students will demonstrate the use of HTML, HTML5, and CSS3 language syntax, coding, and editing.

Course Objective 4 will be successfully achieved by successfully demonstrated in the course lab work and hands-on portions of the major exams.

**ARTC 1317 – SLO’s**

1. Demonstrate the ability and knowledge how to select and apply industry standard software in the design, creation and production of project assignments.

2. Effectively describe and present projects utilizing industry specific vocabulary. Written projects and assignments present good writing skills with included industry vocabulary.

3. Design and demonstrate the use of software and techniques in practical applications.

4. Develop & present a portfolio of work that demonstrates proficiency in skills for employment

DCCCD Core Curriculum Objectives The College defines essential knowledge and skills that students need to develop during their college experience. These general education competencies parallel the Texas Core Objectives for Student Learning. In this course, the following skills are in focus.

**Critical Thinking Skills** – to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information

**Communication** – to include effective development, interpretation and expression of ideas through written, oral, and visual communication

**Empirical and Quantitative Skills** – to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions

**Teamwork** – to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal

**Personal Responsibility** – to include the ability to connect choices, actions and consequences to ethical decision-making

**Social Responsibility** – to include intercultural competency, civic knowledge, and the ability to engage effectively in regional, national, and global communities

Specific Course Learning Outcomes

**GENERAL GOALS/OBJECTIVES:** Students will demonstrate web page coding and design techniques for web pages and web sites and evaluate and use related graphic design issues, mark-up languages, and browsers.

The primary goal of this course is to develop workforce skill sets to work in teams and to develop a marketable portfolio to meet industry standards.
The competencies, objectives, and learning outcomes will be accomplished through the use of reading assignments, instructor/student interaction, see above section for SLO’s.

Course Outline   See course calendar.

*Specific Lesson Assignments are indicated in eCampus.

Required Materials   Required Materials: Instructor will provide handouts of this course.

**Evaluation Procedures**

Grading Scale  **Exam Grades are based on this scale:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90 – 100</td>
</tr>
<tr>
<td>B</td>
<td>80 – 89</td>
</tr>
<tr>
<td>C</td>
<td>70 – 79</td>
</tr>
<tr>
<td>D</td>
<td>60 – 69</td>
</tr>
<tr>
<td>F</td>
<td>0 – 59</td>
</tr>
</tbody>
</table>

12 Class Exercises: 50 points each and are graded on this scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>45 – 50</td>
</tr>
<tr>
<td>B</td>
<td>40 – 44</td>
</tr>
<tr>
<td>C</td>
<td>35 – 39</td>
</tr>
<tr>
<td>D</td>
<td>30 – 34</td>
</tr>
<tr>
<td>F</td>
<td>0 – 29</td>
</tr>
</tbody>
</table>

2 Projects - 100 points maximum

Exams and Assignments  

**EXAM SCHEDULE**

<table>
<thead>
<tr>
<th>Exam</th>
<th>Lessons Covered</th>
<th>Testing Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>1-12</td>
<td>09/30/19</td>
</tr>
<tr>
<td>II</td>
<td>13-21</td>
<td>10/30/19</td>
</tr>
<tr>
<td>Final Exam</td>
<td>Comprehensive</td>
<td>12/10/19</td>
</tr>
</tbody>
</table>

**Instructional Methods**

As an instructor, I want my students to be successful. I believe graphic design and web coding classes must be interactive that promotes creativity, problem solving and critical thinking so that the students can take what they have learned and apply it to their own graphic design work. I encourage you to respond formally, conceptually, and emotionally during the class critique or in one-on-one work discussion. I strongly believe in the importance of originality and creativity to express one’s graphic work – showing individual expressions, and unique ideas. As a student wanting to learn about the field of graphic design, it is your responsibility to read the textbook, submit assignments on the due dates, study for the exams, participate in classroom activities, critiques, attend class, and enjoy yourself by being creative and inventive—Be Original.
IMED 1316 and ARTC 1317:

Midterm / Final Project / Exam

Midterm and Final Projects is 50% of your final grade, so do well in them. If you want me to critique your midterm and final project before the deadline, I will be glad to help you, so it will be an excellent portfolio piece.

Midterm and Final must be submitted on a specified date, as well as Exams taken. No make-up exams are allowed and No late Midterm & Final Project accepted.

Utilize your time wisely and make time to do them. They are not difficult to do and check for each Grading Criteria because that is how you are graded and points deducted.

**IMED 1316 Assessments:**

10 Class Exercises ....................................................... 25%
Two Exams ................................................................. 50%
Final Exam................................................................. 15%
Attendance—Presence in Class ................................. 10%
TOTAL GRADE .............................................................. 100%

**ARTC 131 Assessments:**

Quizzes ................................................................. 25%
Midterm and Final Projects and/or Final Exams .... 50%
Class Review Participation (Rough Drafts),
Working in Class, Class Critique Participation ....... 15%
Attendance—Presence in Class ................................. 10%
TOTAL GRADE .............................................................. 100%

**CLASSROOM POLICIES**

Late Work Policy With medical documentations

Makeup Exam Policy Make-up tests will be given only to students who have a valid excuse for not testing during the period indicated above. With medical documentations

Code of Student Conduct: Scholastic Dishonesty Every student should know his or her responsibility as a member of the DCCCD community. As a college student, you are considered a responsible adult. Your enrollment indicates acceptance of the Code of Student Conduct. Following are the specific penalties for scholastic dishonesty (see Code of Student Conduct, Definitions, Prohibited Behaviors, #10) within this course:

- First instance, grade of zero for the specific assignment and/or essay exam question/s.
- Second instance, grade of zero for entire assignment and/or exam.
- Third instance, recommendation to disciplinary committee.

Study Tips To do well in this course, you must read the appropriate reading assignments indicated in the schedule/calendar.
Your instructor will help you! However, since you do not meet with your instructor in regular class sessions, you may have to initiate contact via the telephone and/or email.

Lastly, you **MUST** manage your time wisely, be disciplined, and study!

**eCampus**

The Dallas County Community College District uses eCampus as the software platform for facilitating communication among students and the instructor in this course. Course announcements, documents, tests, grades, and other information will be posted on [http://ecampus.dcccd.edu](http://ecampus.dcccd.edu)

**It is your responsibility to become familiar with eCampus and check it regularly.** Go to the web site and follow the procedures indicated. **Please note that if you have trouble with eCampus, you must call technical support at 1-866-374-7169 or 972-669-6402.**

Disclaimer    This syllabus is a set of guidelines for this course. The instructor reserves the right to modify any course requirements and due dates as necessary to manage and conduct this class. The intent of the instructor is to promote the best education possible within prevailing conditions affecting this class. You are responsible for contacting the instructor and seeking clarification of any requirement that is not understood.

The instructor reserves the right to amend this syllabus as necessary.

**INSTITUTIONAL POLICIES** Institutional policies relating to this course can be accessed from the following links.

[Richland College Syllabus Policies](http://www.richlandcollege.edu/syllabipolicies)