DDSGN 150 Web Design and CSS

DDSGN 150
1/5 - 3/17
Section: 5921

Winter, 2009
Prereq's: CIS 121 or permission
5 Credits

Instructors Info:

Brian Martin
Office: Olympic 313
Office Hours: M, W 1:00 - 2:00 pm; T, Th, F 11:30 am -12:30 pm
Email: bmartin@pierce.ctc.edu
Telephone: 253-964-6473

Course Description:

Develop skills necessary for effective delivery of content via the World Wide Web. Students develop web sites using digital design programming, interactive techniques and associated tools. Students are also introduced to basic principles of site management, business strategies and information architecture.

Course Help:

Since this is a virtual classroom, there are no set meeting times (duh.) I am available during office hours as mentioned above, but for those of you that work, I can stay late on any Monday and most Wednesdays. All you have to do is make an appointment by calling or emailing. Appointments need to be scheduled at least one day in advance and if done by email, do not assume it's scheduled until you receive an acknowledgement from your instructor.

Online Lessons:

The class lessons are all online at the LESSONS tab above. Each of the online training modules is broken down into smaller parts for better pacing. The average segment is 10-15 minutes in length with 2-4 segments comprising one complete lesson (they are listed as part one, part two, etc.) The lessons are fairly condensed as to not be too long winded, so don't feel bad if you need to listen to one more then once.

It is recommended to view the modules on a high speed connection as the files sizes run 4-12 megs, with some later modules being upwards of 20 megs. For those that don't have a high speed connection at home, the Pierce College computer labs have over 40 hours of open lab time during the week and on the weekends. Here's a link to the Fort Steilacoom lab hours and the Puyallup Computer Center web site.
Email Responsibility:

Each student is responsible for having a working email account that does not filter out instructor email and is checked by the students regularly if they submit questions to the instructor via email. The instructor will check the above email address a couple times a week for potential student questions. Any emails sent to the instructor on a weekend will be responded to when the work week commences again. No, we are not a 24/7 service bureau.

Web Site Responsibility:

Each student will be given 50 megs of space on a live internet server for use during this class and are required to use it for all assignments. Students are reminded that anything placed on their web site is required to follow all of student conduct rules required of all Pierce College Students. It is in your best interest to read this document and ask your instructor if you have questionable content on any of your web assignments.

Students are also reminded that 50 megs will be large enough for twice the size of all of the assignments due this quarter and should police themselves if they run out of space. Lastly, any malicious computer content uploaded to the class server will result in disciplinary action.

Web site addresses and login information will be sent out at the start of the second week of the quarter to all students that turned in their first weeks assignments via email. Failure to turn in the first weeks assignments on time means you will not receive your login information in a timely manner.

Class Materials:

1) Brain

2) Best Book:
   Mastering CSS with Dreamweaver CS3
   New Riders Press
   ISBN 978-0321508973

3) 2-3 CDRs for backups (or DVDR's if you wish)
4) Thumb Drive (optional)
5) Other Books:

**Dreamweaver CS3: The Missing Manual**  
McFarland  
O'Reilly  
ISBN 978-0596510435

**Learning Web Design (2nd Edition)**  
Neiderst  
O'Reilly  
ISBN 978-0596004842

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**Course Outcomes:**

- Define terminology and recognize the context of the terminology related to web design.
- Examine the history and trends of web design vocations in order to recognize the fast pace market demands of workers.
- Research career options in web design.
- Recognize principles of site management, business strategies, and information architecture as they apply to web page design.
- Use various web design and network software and hardware in class projects.
- Use web-programming languages in the production of a web page.
- Apply principles of design (format, layout, hierarchy, and interactivity) and creative problem solving to classroom web page projects.
- Evaluate the quality and design of a variety of web page products.
- Synthesize and edit information in order to convert to a web page format.
- Create, and manipulate images, text, sound and animation to a web format.
- Using a mix that balances theory, creativity, and technology, design and upload a web site that defines the identity of the client and appeals to a multicultural audience.
- Comply with ethics related to the use of copyrighted materials.

**Outcomes Assessment:**

All projects and quizzes assigned in and out of class will be assessed on a 5 to 20 point scale and 50 point final project.

The following table illustrates the assessed attributes and their corresponding point values:

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Emerging (1 point)</th>
<th>Competent (3 points)</th>
<th>Exemplary (5 points)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uses appropriate composition</td>
<td>Web Page suffers from bad composition. The rule of thirds and balance is forgotten.</td>
<td>Web Page has good composition. The rule of thirds and balance is somewhat followed.</td>
<td>Web Page has consistently good composition. Interactive elements</td>
</tr>
<tr>
<td>Uses correct technical attributes.</td>
<td>Interactive graphics are hard to find.</td>
<td>Interactive graphics can somewhat be followed.</td>
<td>are clear. Uses correct technical attributes.</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>--------------------------------------</td>
<td>---------------------------------------------</td>
<td>---------------------------------------------</td>
</tr>
<tr>
<td>Web Page is hard to understand due to badly contrasting elements. Images or parts of images (incl. buttons, etc.) are unclear how they are used. Links are not working.</td>
<td>Web Page suffers from poorly contrasting elements (backgrounds, buttons, etc.) Elements maintain attributes throughout most of the design. All links are working.</td>
<td>Web Page has balanced elements. All elements are easily discernible from each other. All links work and give the user feedback. Project makes a intended point.</td>
<td></td>
</tr>
<tr>
<td>Project makes a intended point.</td>
<td>The viewer is confused as to what the web site is trying to show. The idea is lost among bad planning and worse execution. The layout detracts from the presentation. The interactive flow is weak.</td>
<td>With little effort, the viewer is able to understand and follow what the site creator had intended. The site is at times disjointed. There are few problems that detract from the presentation.</td>
<td>The viewer is clearly able to understand what the site creator is trying to say. The project idea and interactivity flow well. The layout fits within the context of the presentation.</td>
</tr>
<tr>
<td>Project follows the class topics for the individual assignment.</td>
<td>The project includes few of the requirements of the assignment. Those included detract from the project.</td>
<td>The project includes the requirements of the particular assignment. The elements don't fit well as a whole.</td>
<td>The project includes all the requirements of the particular assignment. The elements fit well into the project.</td>
</tr>
</tbody>
</table>

**Grading Scale:**

The following grading table is based upon the submission of all the assignments. Please note that the completion of ALL assignments is required to earn a passing grade. Having even ONE missing assignment will eliminate the possibility of earning credit in this class. Yes, assignments can be turned in late at a 50% reduction of score.

Failure to complete the CIS 121 prereq will result in a 0.0 final grade unless you have prior instructor permission to be in this class.

**Percentages:**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>95-100</td>
<td>4.0</td>
</tr>
<tr>
<td>90-94</td>
<td>3.7</td>
</tr>
<tr>
<td>87-89</td>
<td>3.3</td>
</tr>
<tr>
<td>83-86</td>
<td>3.0</td>
</tr>
<tr>
<td>80-82</td>
<td>2.7</td>
</tr>
<tr>
<td>77-79</td>
<td>2.3</td>
</tr>
</tbody>
</table>
Assignment Schedule:

Each week the class will have two design assignments. These assignments will be due by midnight each Monday with the one exception being the final project which is due by midnight on the last day of the quarter (for this quarter that day is Tuesday, March 17th.) Deadlines are not extended due to holidays.

The first two assignments will need to be emailed to the instructor. Each assignment after that will need to be uploaded to your assigned web space. If you have connection issues, you may archive that weeks lesson in a zip format file and email it to the instructor to get "on-time" credit. The current assignment will still need to be uploaded to be graded. Students having problems should plan on scheduling time for individual help.

Cheating and Plagiarism:

Cheating and plagiarism will not be tolerated and will result in a zero grade for the quarter. If you do not understand this, you may go directly to jail, do not pass go, do not collect $200.

Special Needs:

Students with disabilities who believe they may need academic adjustments, auxiliary aids or services to fully participate in course activities or meet course requirements are encouraged to register with the Access and Disability Services (ADS) Office in the Sunrise Building. You may also call the ADS Office to make an appointment to meet with the ADS Coordinator at (253) 964-6526 or 964-6527. Students requesting accommodations must obtain the “Approved Quarterly Academic Adjustments, Auxiliary Aids or Services” (green) form provided by ADS.

Emergency Management Plan:

Call 911 and then Campus Safety in response to an imminent threat to persons or property. In the event of an evacuation (intermittent horns & strobes), gather all personal belongings and leave the building using the nearest available safe exit. Be prepared to be outside for one hour and stay a minimum of 200 feet from any building or structure. So long as it is safe to do so students are expected to stay on campus and return to class after evacuations that last less then 15 minutes. Do not attempt to re-enter the building until instructed by an Evacuation Director (identified by orange vests) or by three horn blasts or bell rings. Please notify the nearest Campus Safety Officer or Evacuation Director of any one left in the building or in need of assistance.

Fort Steilacoom Campus Safety (253) 964-6751
Puyallup Campus Safety (253) 840-8481

Special Rules:

For those that just can't get enough:

1) All rules and regulation of Pierce college apply (duh!)
2) The last day to withdraw from class without a failing grade is Thursday, February 19th (the last day of continuous entry.)
3) The instructor (me again - hello) reserves the right to remove any student who is interfering with and disturbing the learning environment or violating course rules or uploads copyright infringing material. This can be on a short term or long term basis.

*NOTE: This schedule and syllabus as a whole is subject to change at the whim of the teacher. He will tell you of changes though, so you are not expected to read minds. Unless you never log in, then you're hosed.