

WEB DESIGN :: SYLLABUS 2010 – 2011

Instructor: Ms. Gran

Office: Rm. 305

Phone Number: 773-534-0034 ext. 25007 (voicemail only)

E-mail: jmgran@cps.edu

Appointment Hours: Arrange a time with me during your lunch period or after school if you need extra time/help to complete a project.

Class Web Site: www.msgran.com

COURSE DESCRIPTION

This class is designed to give you the knowledge and skills to build creative, interactive, and well-designed Web sites. We will attempt to balance technical skills with artistic skills to create web pages that are conceptually interesting, easily navigable, visually pleasing, and functional.

REQUIRED MATERIALS FOR EACH CLASS

Notebook for Web Design

Pen/Pencil

Folder/Binder for Web Design

Flash Drive

COURSE REQUIREMENTS AND GRADING PROCESS

- Grading will be heavily based on student's process and completion of in-class web-based projects, but will also include classroom participation, out-of-class assignments, quizzes, and the midterm and final. (A-90% B-80% C-70% D-60% F-0-59%)
- There will be regular open-notebook quizzes, so it is to your advantage to take good notes. Quizzes may or may not be announced.
- Learning web design skills requires consistently building upon previous knowledge, so good attendance is absolutely necessary.
- Most assignments will be worked on during class time; sufficient time will be given for homework assignments that require use of a computer.
- Students will have one - two weeks (outside of class) after receiving a grade to resubmit major web-based projects. (Students may not resubmit short written homework assignments or tests.)
- **It is the student's responsibility to gather information missed due to absence.** All work will be due upon the student's return to class. Deadlines may be extended in unusual cases with prior teacher approval.
- Late homework will not be accepted. Late long term projects will only be accepted with teacher approval prior to the due date.
- Students will lose one point from their total point accumulation each time they are tardy to class. Students will lose 5 points each time they cut class. (If an in-class assignment was assigned for that day - truant students will not be allowed to make it up).

CURRICULUM OUTLINE

This outline may be modified as the course proceeds and does not necessarily reflect the actual order of topics to be discussed. I realize that students are beginning this class at different levels of understanding, and I will try to accommodate that as much as possible. Feel free to use our web library and experiment on your own as well.

- I. Introduction
 - A. Classroom rules & norms
 - B. Review of syllabus
 - C. History & structure of the internet
 - D. Good design vs. bad design
 - 1. Comparison of live web sites
 - 2. Information Architecture
 - a. Usability
 - b. Usability for people with disabilities
 - c. Navigation
 - 3. Concept, content, & context
 - 4. Readability
 - 5. Loading time
 - 6. Color schemes
 - 7. Font choices
 - 8. Image choices
 - 9. Advertisements / pop-ups

- II. Hypertext Markup Language (HTML)
 - A. Overview
 - 1. Code as language
 - 2. Dreamweaver vs. basic text editors or "straight code"
 - 3. What are tags?
 - 4. Appropriation – "View Source" browser option
 - B. Tags & attributes
 - 1. Required
 - 2. Common
 - 3. Extra
 - C. Table structure and hierarchy
 - D. Browser differences
 - E. Folder hierarchy - path
 - F. File Transfer Protocol (FTP)

- III. Cascading Style Sheets (CSS)
 - A. Typography
 - B. Consistency
 - C. Types of styles
 - D. Specifying class within HTML document
 - E. Text rollovers

- IV. Photoshop
 - A. Tools
 - 1. Names
 - 2. Functions
 - 3. Shortcut keys

- B. Layers
- C. Images
 - 1. Placing
 - 2. Resizing / resolution
 - 3. Optimizing
- D. Text
- E. Color
 - 1. RGB
 - 2. Web-safe colors
 - 2. Hexadecimal value
- F. Slicing the page
- G. Saving & naming

V. Concept, Context, & Content

- A. Concept
 - 1. Purpose
 - a. Advocacy
 - b. Business/Marketing
 - c. Informational
 - d. News
 - e. Personal
 - 2. Research
 - 3. Audience
 - 4. Competition
 - 5. Sketching on paper through designs in Photoshop
- B. Context
 - 1. Does design fit within elements of concept?
 - 2. Linking to related sites
- C. Content
 - 1. Sitemap
 - 2. Writing for the web
 - 3. Does content fit within goals of concept?

VI. Elements and Principles of Design

- A. Composition
 - 1. The grid
 - 2. Balance – asymmetrical, symmetrical, radial
 - 3. Repetition
 - 4. Emphasis
 - 5. Unity
 - 6. Positive & negative space
 - 7. Shape
- B. Color
 - 1. Complementary / Analogous
 - 2. Tints & shades
 - 3. Contrast

VII. Extras

- A. Text / image rollovers
- B. Animation
- C. Video
- D. Sound

CLASS COMMUNITY NORMS

The following expectations have been compiled by previous web design classes. Students are aware that schoolwide rules and policies also apply, as do the computer room rules listed below.

STUDENTS' EXPECTATIONS OF OTHER STUDENTS

- Show RESPECT for:
 - other people when they are talking
 - other's property
 - yourself
- HELP others
- COOPERATE
- COMMUNICATE problems, needs, ideas...

STUDENT EXPECTATIONS OF THE TEACHER

- Show RESPECT for students
- COMMUNICATE with students
- Provide INDIVIDUAL HELP to everyone
- Have PATIENCE

TEACHER EXPECTATIONS OF STUDENTS

- Show RESPECT for the teacher, each other, and the equipment
- COMMUNICATE problems, needs, ideas...
- Have PATIENCE
- REQUEST HELP if you are having trouble (tutoring available)
- COOPERATE
- Be ON TIME, and ON TASK throughout each class, and don't forget Web design is an ART.

COMPUTER ROOM RULES

- No eating or drinking
- Any internet searching must be assigned and related to classroom assignments or your account will be disabled for 2 days for the first offense, 3 days for the second, and so on (this includes checking personal email). PLAYING GAMES IS NEVER TOLERATED!!!!
- Do not download anything from the internet/email without approval from the teacher.

Please return this entire sheet (p.4) to Ms. Gran by Friday, September 10. This document is available at www.msgran.com.

I have read and understood the requirements and policies of the Web Design course.

Student name (PRINT) _____ Parent name (PRINT) _____

Student signature _____ Parent signature _____