

Web Site Development

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ARTS 3375, Section 02

Online Course
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Office
Huntsville Campus, WASH Building
Room 103

Office Hours
T, R, & F
8am - 9am

Course Description

This course introduces students to the process of designing and creating web sites for the World Wide Web. Beginning with an understanding of the Internet and HTML, the basic language of the web, students move on to work with authoring tools used in building and maintaining websites. The course concludes with a discussion of challenges facing web designers and the future of this powerful communication tool.

Prerequisite: ARTS 2370. 3 credits.

In this online course you will learn how to use Adobe Dreamweaver to create a website. At the end of this course you will have a created and published a portfolio website of your work! Most instruction on the technical aspects of using Dreamweaver will come through tutorials on Lynda.com. Lynda.com will be supplemented by other video and written tutorials online and through instructions written by the instructor. The content of this course will address best practices in using Dreamweaver and file management, design aesthetics, user interaction, creative problem solving, and discussion of texts related to internet culture and online publishing. You will be creating web pages and a website, writing in response to prompts and essays, participating in online discussions with peers, and creating image and text-based projects.

Course Objectives

In this course the students will:

1. Discuss and critique websites and learn from successful site designs.
2. Understand how people interact with websites in daily life.
3. Discuss and understand the intersection of the internet, web site design, and social issues.
4. Develop and use problem-solving skills to create web site design elements and pages.
5. Understand their audience.
6. Create and publish a portfolio website for their personal work.
7. Learn how to use Adobe Dreamweaver to create a web site.
8. Understand the use of typography as it relates to web design.
9. Learn and practice proper file-handling techniques.
10. Learn Internet and programming technology.

Textbook and Required Materials

A computer with Dreamweaver (within the Adobe Creative Cloud)
Access to the internet
Lynda.com online tutorials
Something to do sketches on (paper or digital)
Access to a scanner

NOTE: There are many books in the library with helpful examples, tips, and guidelines.

Typography Websites

fonts.google.com

webtypography.net

typecast.com/blog/a-more-modern-scale-for-web-typography

webdesign.tutsplus.com/series/a-z-of-web-typography--webdesign-11706

femmebot.github.io/google-type

hellohappy.org/beautiful-web-type

font-combinator.com

Attendance Policy

Since this is an online class, it is your responsibility to follow the course on Blackboard and complete the assigned work by the due date. The weekly units will require that you login to submit your work at least once a week. It is important that you stay current with the assignments as they build sequentially. Projects will be graded on a regular basis and are due on the assigned date, no late submissions.

Policies Regarding Academic Dishonesty, Students with Disabilities, and Student Absences on Religious Holy Days can be found at <http://www.shsu.edu/SYLLABUS/>.

Academic Dishonesty (Academic Policy 3810213)

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials. For a complete listing of the university policy, see: Dean of Student's Office

Students with Disabilities Policy (Academic Policy #811006)

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should register with the Office of Services for Students with Disabilities located in the Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786, and e-mail disability@shsu.edu). They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

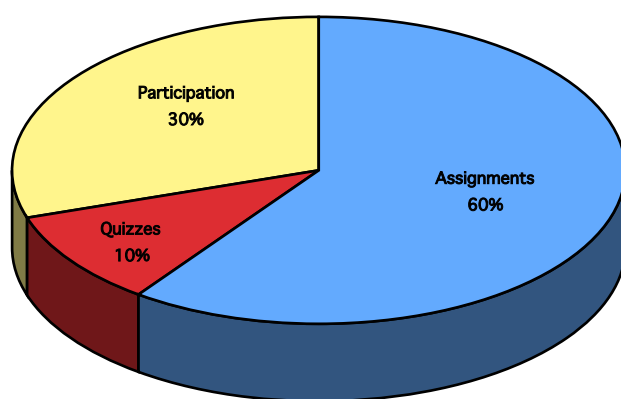
SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Services for Students with Disabilities and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Services for Students with Disabilities.

For a complete listing of the university policy, see:

<http://www.shsu.edu/dotAsset/7ff819c3-39f3-491d-b688-db5a330ced92.pdf>

Grading Policy

A	Outstanding accomplishments, innovative thinking, strong participation, excellent progress, due dates met
B	Above-average accomplishment, solid participation, due dates met, good progress
C	Accomplished all assignments, average participation, due dates met, little progress
D	Lack of completion or accomplishment in assignments, disinterested participation, some missing projects
F	Failure to complete basic course requirements and/or missing projects



Assignments 60%

Weekly Units
Research Projects
Student's understanding and growth of concepts, materials, and degree of inquiry

Participation 30%

Class participation and rigor in discussions and critiques

Quizzes 10%

Each design project will be assigned with a grading rubric. That rubric will be used in grading projects. For larger projects, final grades will be given in conjunction with a Project Grading Statement that will detail how the grade was reached.

We will also have in-process and final critiques of creative projects where students will give each other feedback on their work on Blackboard.

Due Dates, Participation, and Make-Up Policy

Projects, quizzes, and exams are due at their due date and time. Late work make-up work is not accepted excepted in extreme or unusual circumstances. Please email me as soon as you can if you believe you should be able to turn your work in late. Not having access to the internet is not an accepted excuse for late work.

Assignments will be posted every Wednesday and be due Friday of the Following Week. Acceptations to this schedule are noted in the course calendar.

Student Absences on Religious Holy Days Policy (academic policy 3 861001)

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Section 51.911 (a) (2) defines a religious holy day as: "a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20...." A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed. For a complete listing of the university policy, see: /dept/academic-affairs/documents/aps/students/861001.pdf

Academic Grievance Procedures Policy (academic policy 3 861001)

<http://www.shsu.edu/dotAsset/bb0d849d-6af2-4128-a9fa-f8c989138491.pdf>

Visitors in the Classroom

Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.

Use of Phone & Text Messaging in the classroom (academic policy #100728)

Students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus impedes the mission of the university. Please turn off or mute your cellular phone and/or pager before class begins. Inappropriate behavior in the classroom shall result, minimally, in a directive to leave class or being reported to the Dean of Students for disciplinary action in accordance with university policy.

Department of Art BFA Review

The purpose of the BFA Review is to ensure that students have learned basic principles and techniques needed for advanced art courses.

All Art students must successfully complete all of the Art Foundation courses and the BFA Review before being accepted into a BFA program in Computer Animation, Photography, or Studio Art or Graphic Design. Graphic Design students must also pass a separate Graphic Design Review after the BFA Review.

The Art Foundation Courses are WASH, Drawing, and Foundations in Digital Art. (ARTS 1313, 1314, 1315, 1316, & 2313). Students must pass each course with a grade of C or higher to take the BFA Review and proceed to upper level courses.

The semester after all of the Foundation courses are complete, students must sign up for the BFA Review. Students should see an art advisor every semester to ensure they take the BFA Review on time. It should be taken the semester immediately following the completion of the Foundation Courses.

Students who do not pass the BFA Review may re-take it the following semester. Students who do not pass on the second attempt will not be allowed to continue as BFA majors, but may

follow the degree plan for the BA in Art. Non-participation after signing up or being advised to sign up will count as a failure of that semester's review.

Graphic Design students must pass the BFA Review, complete Principles of Graphic Design (ARTS 2323) and participate in a BFA Review at the end of the semester that they are enrolled in Typography (ARTS 3322).

For more information on the BFA review see the Department of art web page:
<http://www.shsu.edu/academics/art/review/>

Defacing University Property

Defacing University property is prohibited by University policy. It is also a criminal offense. Students will be held responsible for the cost of damages to the facilities. Violations will be reported to University Police.

Students should not paint on concrete, asphalt, trees, sides of buildings, interior walls or floors of buildings, locker doors, etc. When using any kind of paint use a drop cloth or tarp to protect the surface from overspray.

Department of Art Laptop Requirement

Students in the Department of Art are required to own a laptop as specified by each BFA program. Macintosh laptops are strongly recommended and can be purchased at discounted rates for students. The specifications for each BFA program and links to the Apple Store can be found on the Department of Art website: <http://www.shsu.edu/academics/art/resources/laptop-initiative.html> . Students will be required to have laptops and the Adobe Creative Suite software in art courses that require computers. Laptops must meet or exceed the specifications described and be capable of interfacing with Department printers and other peripheral devices.

Weekly Schedule (subject to change)

Projects and assignments are scheduled to be assigned on Wednesdays and will be due Friday the following week. This means projects and assignments will overlap by three days per week.

Due dates may shift due to pacing, scheduling, and/or unforeseen issues.

Week 1
Due 1/26 Introduction & Underlying Code :: introducing ourselves and databending
Programs: TextEdit & Preview (Mac) [or Image Glitch Tool website (PC),
and Photoshop.
Read through syllabus and review Blackboard site
*Take syllabus quiz

Week 2
Due 2/2 Recoding the Matrix :: basics and the underlying system
Programs: Google Chrome (Developer extension), Lynda.com

Week 3
Due 2/9 Page 1 :: Dreamweaver introduction & background images
Programs: Lynda.com, Dreamweaver, and maybe Photoshop

Week 4
Due 2/16 Designing/Coding :: Styles
Programs: Lynda.com, Dreamweaver, and maybe Photoshop

Week 5
Due 2/23 Designing/Coding :: Nav
Programs/Materials: Photoshop, scanner, paper, drawing tool(s)

Week 6
Due 3/2 Designing/Coding :: Portfolio and layout
Programs: Lynda.com, Dreamweaver, and Photoshop

Week 7
Due 3/9 GBU (The Good, the Bad, and the Ugly) :: website research and critique
Programs: Web browser

Week 8
Due 3/23 Website Abstractions :: design and composition
Possible Programs/Materials: Photoshop, paper, pencils, markers, paint,
scanner

Spring Break!!

Week 9
Due 3/30 Midterm & Website Critique
Programs: Lynda.com, Dreamweaver, maybe Photoshop

Week 10
Due 4/6 Website Edits
Possible Programs/Materials: Photoshop, paper, pencils, markers, paint,
scanner

Week 11
Due 4/13 Justice Online :: race, gender, and the internet discussion
Readings posted to Blackboard. Use Blackboard blog for discussion.

Week 12
Due 4/20 Designing/Coding
Programs: Lynda.com, Dreamweaver, maybe Photoshop

<u>Week 13</u> Due 4/27	Designing/Coding and In-Process Critique Programs: Lynda.com, Dreamweaver, maybe Photoshop
<u>Week 14</u> Due 5/4	Designing/Coding Programs: Lynda.com, Dreamweaver, maybe Photoshop
<u>Week 15</u> Due 5/11	Final Websites :: published online or S Drive Programs: Lynda.com, Dreamweaver, maybe Photoshop, maybe web-publishing host. Due on Finals Week.